# Sales Management

Can You Handle
A Hot-Blooded Salesman?

Page 28

Top of Today's Marketing News ...

SELLER "Even the Reader's Digest has come to realize that advertising must be sold. Although advertisers continue to buy all the 32 pages which RD offers in the 11 million

circulation domestic edition ... "

Page 57

SAVER "The variable annuity, designed to pay an income that you can't outlive and that keeps pace with cost-of-living changes, may be legalized with enactment of a bill now before the New Jersey legislature, which reconvenes August 8..."

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LAW

BREAKER "It may cost you 180 days in jail and a \$500 fine if you make a telephone sales call to anyone in the city of Portland, Ore.. on or after September 2."

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RIONEER "Radio and TV manufacturers are talking about a pioneer-and it's not Davy Crockett. The pioneer is Emerson Radio...which is lopping off all odd-cent prices. No more \$99.95 for Emerson.."

Page 70



United's Main Line Airway follows the bustling business belt across the nation. No matter where you ship you are only a few hours away, sometimes merely minutes, from cities along this strategic route.

United can furnish fast connections, too, at any of these cities with other air carriers, truck lines and rail transportation to reach all sections of the country. And United offers Reserved Space Air Freight on all flights-not only over its own routes but world-wide through connecting airline agreement.

Speed, service unmatched by any other air carrier, convenience—these are among the money-saving benefits you get when you ship by United. And remember, too, the great cargo power United offers. There are more than 254 Mainliner "R" flights daily, with air cargo on every one.



WNITED AIR LINES

Learn the advantages of United Air Lines' Air Freight Service—eall the nearest United representative or write for free booklet, "Industry's Flying Partner." Cargo Sales Dept., United Air Lines, 5959 S. Cicero Avenue, Chicago.

# What makes a car a great buy?



It's not just one or two points of superiority that make a car a great buy. Auto makers agree it's the right combination—the best combination of qualities that make the car that most people want.

# What makes a magazine a great buy?



With a car – and with a magazine – it takes the best combination to give you the best sales results. McCall's, the magazine of togetherness – the magazine that reflects all of a woman's inter-

ests, including her family - gives you the best combination! The proof is in the Check List above. Because of this, McCall's circulation and advertising revenues are at an all-time high!



MANY marketing experts watch automobile production figures as a clue to America's general economic health. Likewise, car ownership and usage figures often mirror the basic stability and prosperity level of specific audiences as a market for all types of consumer items.

Judged in the light of car ownership, The American Legion Magazine audience reflects itself as an alert market, active in current purchasing, with faith in the expanding economy of tomorrow.

72.3% Own one car 14.8% Own two cars

3.1% Own three or more cars

90.2% Total who own cars

The activity of this market is more clearly understood when you realize that over three million Legionnaire-owned cars are being driven over forty billion miles each year. They are burning up gas and oil and wearing out tires, batteries, spark plugs, etc., in staggering amounts.

There is one basic explanation for these above-average figures . . . location of the market. 70% of this big 2,700,000 Legion market is found in towns with under 50,000 population, where the Automobile Manufacturers Association says dependency on passenger car transportation reaches its high of 83%.

It is here in "Legion-Area" that most of the annual \$14 billion Legion income is being earned and spent. It is here that only The American Legion Magazine can prompt the purchase of your products. Legionnaires look forward to their own magazine every month and read its editorial pages and advertising columns with loyal interest.

Legion-Area is also the true home of The American Legion Magazine Retail Advisory Council where most of our 17,000 Legionnaire owned and operated retail outlets (members of the R.A.C.) are selling fellow Legionnaires in their own home towns.

As an advertiser in The American Legion Magazine, the unique merchandising facilities of this readymade sales force are available to you. May we tell you more about it?



# Sales Management

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#### **AUGUST 1, 1955**

#### ADVERTISING

Using Advertising as a Sales Tool—No. 20 of a Series

Photos Tell the Story As Words Seldom Can

Patent Scaffolding employs job-site pictures in its advertising —showing prospects the versatility of its products in specific uses. Copy is short. Literal-minded builders stop, look and order.

By Edwin J. Beinecke, Jr., Vice-President in Charge of Sales, The Patent Scaffolding Co., Inc.

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#### GOVERNMENT

Congressmen Give the Fish Eye To Mr. Sales Chief in Washington

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Based on Value of Common Stocks

Prudential Insurance is pressing for the legal right to issue a new kind of policy which will pay off on the rise or fall in earnings and values of common stocks—instead of a flat sum.

By Robert B. Mitchell, Executive Editor, The National Underwriter Life Insurance Edition

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The Successful Salesman of 1960-What Will He Be Like?

> He will bear only a slight resemblance to today's model, because his selling problems will be more complex and his goals will be of longer range. It will be through him that sales becomes a profession.

By Charles Souders, General Sales Manager, International Cellucotton Products Co.

### MARKET DEVELOPMENT

Now Paper Plates Come to Dinner

It may not be long before millions of us are eating our regular meals from paper plates—and liking it. Behind the popularity is the new management of once-little Fonda Container that set out to create a market for a hot dog and pienic staple.

By Etna M. Kelley .....

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#### PRICING POLICIES

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#### SALES MANAGEMENT

Can You Handle a Hot-Blooded Salesman?

By William L. McCaskill, Sales Training Director, Worrell-Consolidated Laboratories, division of Consolidated Chemical Laboratories, Inc.

SALESMANSHIP

Don't Call Me Sales Manager!

By Ted Isaac .....

## TELEPHONE SELLING

Portland Bans 'Phone Sales Calls

... unless the person at the "hello" end is agreeable to being called. Three other cities have similar bans. Is this a trend?

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Don't write.

TELEGRAPH

You've heard that before.

Have you ever noticed that, when you have to wire someone, how much you can say with a few words in small space?

And it's a time saver to the reader, too.

All that active IEN product selectors need is the essential information about your product in an essy eyeful. That's the way they get it and like it and look for it in...

Industrial Equipment News



Themas Publishing Company sources 193

Details? Send for complete DATA FILE

read for only one reason

... PRODUCT

what better place and timing for

PRODUCT ADVERTISING?



BPA 461 Eighth Avenue, New York 1, N. Y.

BP . . . Affiliated with Thomas Register



- Calls on more Texas customers than any other newspaper. Annual Effective Buying Income of trading area, \$3,195,668,000.
- Speaks the language of Texans . . . is invited into over 90% of all Fort Worth homes daily, and over 77% of all Fort Worth homes every Sunday.
- Is read by over 41% of all families in the 100 county trading area every day, and by over 36% of all families in the trading area on Sunday.

Figures based on latest Sales Management estimates and ABC Audit report.

# FORT WORTH STAR-TELEGRAM

# LARGEST CIRCULATION IN TEXAS

without the use of schemes, premiums or contests-"Just a Good Newspaper"



**EXECUTIVE OFFICES, 386 Fourth Avenue** 

New York 16, N. Y.

LExington 2-1760

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EXECUTIVE EDITOR
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SALES PROM. MGR	Philip	L.	Patterson
ADVERTISING SERV	ICES		
MANAGER	Advadatate	-	P11-4

# SUBSCRIPTIONS

DIRECTOR. R. E. Smallwood ASSISTANT DIRECTOR. Edward S. Hoffman SUBSCRIPTION MANAGER. ... C. V. Kohl \$8 a year; Canada, \$9.00; Foreiga \$15.00

(quarterly, Part II of SALES MANAGEMENT); editorial and production office: 1200 Land Title Bidg., Philadelphia 10, Pa.; Philip Harrison, Gen-aral Manager; Robert Letwin, Editor.

#### ......

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SALES MANAGERJohn W. Hartman
TREASURER Edward Lyman Bill
VICE PRESIDENTS
W. E. Dunsby, R. E. Smallwood

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Member







August 1, 1955

Volume 75

# RRI Newsletter

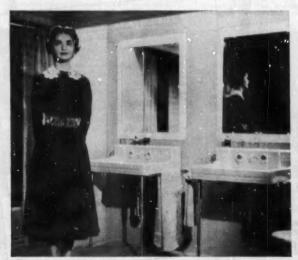
Happy-Joe-Lucky
 Sheer Beauty
 Fixture Features
 Guést Getter



Happy-Joe-Lucky, the energetic extrovert who sells Lucky Strike on television, is the hero of Luckies' first campaign in Sunday comics. Joe tries out for the Dodgers, ropes steers at a rodeo, golfs with "Slammin' Sammy" Snead, judges pies at a county fair. In the end, though, he always thanks his Lucky stars that he's a Lucky salesman. After all, Luckies' fine tobacco and better taste almost sell themselves!



**2** Even women with impeccable taste in dress have not always been able to choose the stockings best suited to their needs. In September, Du Pont heads an industry campaign to help women choose the right nylons for the right occasion: walking sheer, dress sheer and evening sheer. Spread runs in *Life* and *The New York Times Magazine*... color pages in *Vogue*, *Harper's Bazaar*, *Charm* and *Glamour*.



True-to-life drama and feminine charm are now helping to sell American-Standard bathroom fixtures on TV. In this commercial, for instance, two teen-age girls set the scene by bickering over a place to wash their hair. Actress Neva Patterson then steps in to explain the beauty, economy and convenience of American-Standard twin lavatories. The new series gets heavy usage on the local level.



New name in the hotly competitive hotel field a few years ago was Sheraton. Expanding nationally, they sought immediate recognition. This four-color campaign helped them get it. Travel-poster art and a large logo won Sheraton some of the highest Starch "noted" ratings ever attained in hotel advertising. Most important, rate of room occupancy and sales forged far ahead of the hotel-industry average.

BATTEN, BARTON, DURSTINE & OSBORN, INC. Advertising

MEN TORK - ROSTON - BUFFALO - CHICAGO - CLEVELAND - PITTSBURGE - MINNEAPOLIS - SAN FRANCISCO - SEATTLE - HOLLTWOOD - LOS ANGELES - DETROIT - DALLAS - ATLANTA

# What sales

- o One furniture store: \$6,000 the first day.
- e Restonic Mattresses wrote "We feel you are doing a marvelous job of stimulating business...will be anxious to tie in with your future promotions."
- e Hunt's Foods sales went from 75 cases a week to 1,700 cases.

Mansfield News-Journal Daily and Sunday MANSFIELD, OHIO

May 27, 1956

Mr. Wesley Bailey Promotion Manager Good Housekeeping Magazine S7th Street & Oth Avenue New York, New York

You may be interested in a round-up of the sales facts resulting from our recent Good Housekooping Week city-wide pranction.

One furniture store who advertised in Good Housekeeping Section had \$0,000 in sales the first day. One local food supplier, who accessly sells shout 75 cases of Hunt's canned goods during any given week, reported 1,700 sales solds. Our largest department down showed an increase during Good Housekeeping department down showed an increase during Good Housekeeping Week of approximately 40% ower the year before. Our according to the contract of t

Additionally, one of our principal banks reported an all time high in merchants' deposits for that week, and wherever I have gone throughout the town the merchants report the came story excellent sales results. As you know, the F. W. Moolworth Company did not advertise in this section, but when they saw how pany did not advertise in this section, but when they saw how party did not advertise in this section, but when they saw how party did not advertise a thin the section of the display material we made available, and borrowed some of the display material we made available, and relative that their store is in products in their principal window. Since their store is in each of the best traffic spots in town we got lots of visibility.

all of our merchants are looking forward to working with year again ment year.

If I had the time, I could go right on down the list of our 128 advertisers who participated and the 21 new contracts that we signed for the newspaper.

the second secon

OF MANSFIELD NORTH MAIN STREET MANSFIELD, OHIO

"Very successful week we had at O'Neil's during the Good Housekeeping Promotion."

KOBACKER'S MANSPIELD, ORIO

• "It was a banner week business-wise for us."

THE OHIO FUEL GAS COMPANY

• "This promotion resulted in a decided in-crease in retail business."

Batson Furniture Co. 44 WEST FOURTH STREET

Manstield, Ohio

"Our sales had an all-time high from Mon-day, April 24, through May 2."

FIRST NATIONAL BANK

"This program was eminently successful from the local participant's position."

The Marsin Hardware Company Wholesale and Relaid Manifold, Obio

"This promotion increased our store traffic ... we hope any promotions in the future will be as successful as this proved to be."

SHAW & OTT DRUGS, INC.

• "We feel these promotions are good business stimulators."

The Central Fruit & Grocery Co. Wholesele Grecers
Commission Merchants and Confectioners

"This promotion was featured by approximately thirty-five of our SAV-MOR Stores. Our opening inventory of those Hunt itiens was 2,500 cases, and after this sale our inventory was less than 900 cases. Or we sold approximately 1,700 cases during this period . . . as increase of our 2,200%."

THE RESERVE THE PROPERTY OF THE PARTY OF THE

# when Mansfield, Ohio took over Good Housekeeping

- e Largest department store showed 40% increase.
- Second largest department store gained 65%.
- Bank reported all-time high in merchants' deposits.
- The Mansfield News-Journal sold 7,530 column inches of ads in a 64-page exclusive Good Housekeeping section; published the largest paper in their 70-year history!



Supermarkets featured leading national food brands which carry the Guaranty Seal; some sales up 2200%!



Hamman's Men's Wear, specialty shop in top nationally advertised clothing, promoted guaranteed men's apparel.



Crowe's Shoes stepped out with an array of guaranteed merchandise for the women of Manafeld.



McCready Furniture built attractive room settings with guaranteed furnishings for the homes of Mansfield.



Montgomery Ward tied in with prominent window display filled with guaranteed housewares, apparel, white goods, etc.



O'Neil's, leading department store, showed windowful of products guaranteed by Good Housekeeping.

Ten other leading newspapers\* in principal trading areas are teaming up with Good Housekeeping for similar promotions this fall. From the 74 inquiries received, we expect to work with 20 who are qualified as salesminded publishers (as is Good

Housekeeping!) to duplicate Mansfield 20 times over.

For further details on these multiple, city-wide promotions, call Good Housekeeping today.

\*Names and local market data on request.

Proving once again that



Good Fousekeeping

57th Street at 8th Avenue, New York 19, N. Y.

sells goods!

AMONG ALL

NEW JERSEY

CITIES WITH

POPULATIONS

OVER

100,000

# **Passaic-Clifton**

RANKS FIRST

IN

PER CAPITA

INCOME ...

\$236 HIGHER

THAN THE

NATIONAL

AVERAGE

# THE HERALD-NEWS of Passaic-Clifton

New York General Advertising Office 18 East 41st Street, New York 17

JAMES J. TODD, Monoger

# LETTERS TO THE EDITORS

#### LIKES HUGHES' HUNT

EDITOR, SALES MANAGEMENT:

I have read with a great deal of interest Lawrence M. Hughes' article, "Jim Hunt of Coral Ridge" (SM, June 15, p. 36). I happen to be one of the fortunate people who know Jim Hunt well and Mr. Hughes' article, therefore, was a very living thing to me. . . It reflects the dynamic energy of Jim Hunt, his spirit and the very high standards that have been present in all his undertakings. . . . . I have already read it four times . . . .

Theodore Berrier

Assistant Vice-President American Telephone and Telegraph Co. Washington, D. C.

... I cannot resist telling you what a fine article Mr. L. M. Hughes wrote about my old friend Jim Hunt. . . It was accurate and very well written.

Joseph F. Farley

Admiral, U.S.C.G., Rtd. Wilmington, N. C.

. . . Jim Hunt certainly has done a fine job of developing real estate in and around Fort Lauderdale. And I really enjoyed the story about him and Joe Taravella. Congratulations to your Mr. Hughes for such a truly fine job.

Cloud Wampler

Chairman and President Carrier Corp. Syracuse, N. Y.

#### LIKES HORATIO-ALGER HUNT

EDITOR, SALES MANAGEMENT:

"Jim Hunt of Coral Ridge" packs a tremendous punch and is further evidence of the salesman's unlimited opportunity in America. Jim Hunt's name belongs in the salesmen's "Hall of Fame" alongside such other famous names as Frank Bettger, of modern day insurance, and Diamond Jim Brady of the Gay 90's. . . . I only wish that every salesman could read this article and have the opportunity of meeting and observing this modern day Horatio Alger.

Guy A. Loomis, Jr

Assistant Vice-President First National Bank Fort Lauderdale, Fla.

### NOT DO IT YOURSELF?

EDITOR, SALES MANAGEMENT:

Your figures showing the extent of the do-it-yourself market potential (SM, July 15, p. 70) certainly are impressive. But in the interest over the growth of this market and its possibilities, I wonder where the "forgotten man" who wants someone to do-it-for-him fits in. The spectacular rise in the do-it-yourself fad has tended to obscure the fact that a great

many people still prefer professional installation and never will be do-it-yourselfers.

At Armstrong we are just as anxious to serve this latter type customer as we are to provide materials for the home handyman to install himself. Many of our products are sold to dealers who specialize in installation service. Our aim is to offer products of such a quality and style that all consumers will want them—regardless of how they plan to have them installed.

C. J. Backstrand

President Armstrong Cork Co. Lancaster, Pa.

#### ... OR DO IT YOURSELF BETTER

EDITOR, SALES MANAGEMENT:

The information on do-it-yourself is most interesting and we, in the power tool business, most certainly appreciate that this is a continuing market that can be exploited for many years to come.

One important factor, however, that may be of interest—a survey which we conducted among our users indicated that 60% of the people purchased a DeWalt Power Shop after they had experienced other power tool equipment.

This suggests a terrific replacement market because people are becoming very quality conscious and are willing to invert in better equipment since their need for power tools has been verified through the use of cheaper tools.

We are the only power tool company who are selling the DIY group a product that has a 30-year background of industrial experience and we have made phenomenal progress in our sales through certain proved merchandising techniques, the primary one of which is an actual demonstration of the equipment.

Please keep [reporting] information regarding this particular market as we very definitely are interested in all available data.

John Stolarz

Marketing Manager DeWalt, Inc. Lancaster, Pa.

## IT DIDN'T HAPPEN HERE

EDITOR. SALES MANAGEMENT:

"Read from the Folder, Billy," (SM, Trends, July 15, p. 34) points up clearly the consequences that follow inadequate sales training, whether in life insurance or another type of business. It is to prevent just this sort of thing that The Prudential strives constantly to provide



# Call-Collect Plan brings 31 orders in 29 days

Long Distance calls costing only \$20 ring up sales of \$1,537

Recently a distributor of doctor's supplies invited out-of-town customers to place their orders by Long Distance—collect.

During the first 29 days, 31 orders worth \$1,537 were received by Long Distance. The cost of the calls: \$20.

These figures are typical of the big value and small cost of the Call-Collect Plan. You can prove that it pays in your business by trying it—and keeping a record of results.

All you have to do to set up such a plan is to let your out-of-town customers know they can telephone their orders to you—collect. Your salesmen can tell them. You can write them a letter. Or you can use specially imprinted telephone stickers which we furnish you free.

A telephone company representative will gladly help you work out the details. Just call your Bell Telephone Business Office today.

BELL TELEPHONE SYSTEM



# LONG DISTANCE RATES ARE LOW

Here are some examples:

New York to Philadelphia . 50¢ Cleveland to Indianapolis . 90¢ Chicago to Pittsburgh . \$1.15 Boston to Detroit . . . \$1.40 Washington, D. C., to San Francisco . . . \$2.50

These are the daytime Station-to-Station rates for the first three minutes. They do not include the 10% federal excise tax.

Call by Number. It's Twice as Fast.



# 2-car owners-39%

of the people (15 years and older) in households owning two or more cars, in New York City and suburbs

# are News readers-

... and you'll find other astonishing information about the buying habits of the readers of all New York newspapers, first time available in

# Profile of the millions

... a survey based on 10,349 personal interviews, made by W. R. Simmons & Associates Research, Inc. in the Fall of 1954. Shown in visual presentation, by appointment only. Inquire any New York News office.

(Copyright 1955 by News Syndicate Co., Inc.)



# Vacationers-40%

of the people (15 years and over) in New York City & suburbs, who took a vacation in the last twelve months

# are News readers-

Daily News readers are the largest buyers in the New York market of new homes, automobiles, groceries, stocks and bonds, women's dresses, suits, stockings, children's clothes, cigars, liquors and air conditioning units. No advertiser can afford to miss the significant new data on newspaper readership in the survey

# Profile of the millions

presented visually by appointment to advertisers and agencies. Inquire any New York News office.

(Copyright 1955 by News Syndicate Co., Inc.)

the best possible background and training for the sales personnel.

I cannot think of a better expression of our position than in the article, "Assignment: Train 21,500 Men for Authoritative Salesmanship," by Philip Patterson (SM, July 1, p. 34). His factual portrayal of how The Prudential attacked the problem of training its sales staff efficiently and quickly to handle the individual Sickness and Accident insurance program won many deserved cheers.

George M. Johnson

Director of Public Information The Prudential Insurance Company of America Newark, N. J.

#### NO GRIPE

EDITOR, SALES MANAGEMENT:

Mr. Jack Wichert's article, "How to Help Your Husband Be More Successful" (SM, July 1, p. 28) makes delightful reading. It is about time someone exerted sufficient energy to put it on paper and my hat's off to Mr. Wichert. Would appreciate having 25 reprints.

James E. Cody

Sales Manager The Reardon Co. St. Louis, Mo.

#### SMALL GRIPE

EDITOR, SALES MANAGEMENT:

May I pass along a small gripe to you? When SALES MANAGEMENT magazine started scoring the pages so that it was easy to remove articles for future reference, I, for one, gave you a long and loud cheer . . .

Now comes the gripe. Scoring is not done on the pages where an article appears on one side and an advertisement on the other. For example, in the July 1 issue, the lead article, "How to Help Your Husband Be More Successful," appears on p. 28. Page 27 carries an advertisement. . . The caliber of your articles is such that many of them become permanent reference sources. This is the reason that the scoring of the pages has made such a tremendous hit with me.

May all of your gripes be little ones like this!

M. W. Dicks

Assistant Manager, Chicago Branch Parke, Davis & Co.

But there is scoring on pages where an article appears on one side and an advertisement on the other. Turn to pp. 19, 21, 37 or others in that July I issue. It is true that up to this time the printer has been unable to score pages if there is a bleed advertisement going into the gutter on the opposite side of the sheet, as with the Aviation Age advertisement July I. Starting this month the printer will adopt a new method of scoring which will make it possible to score every page without exception.

—there is a LIMIT
to what HALF of ANY
market can buy—and produce—
—in sales results.

-to cover the TWO Halves
of the Detroit market—
-TWO evening newspapers
are needed—
-one of them
is The

**Detroit Times** 



IN THE HEART OF THE MICHIGAN MARKET (Detroit Retail Trading Area)

Detroit Times Readers Spend TWO BILLION DOLLARS ANNUALLY In Retail Purchases.

REPRESENTED NATIONALLY BY THE HEARST ADVERTISING SERVICE



# LOUISVILLE BELONGS ON ANY SUPPLEMENT SCHEDULE

DID YOU KNOW?

The 304,673 circulation total of the Louisville Courier-Journal Magazine is greater than almost two-thirds of the 35 This Weak newspapers . ranks above more than half of the 27 American Weekly newspapers . ranks above all but three of the total of 47 Perade newspapers.

Send for your free copy of a new factual study of newspaper supplements. Write to: Promotion Department, The Courier-Journal, Louisville 2, Kentucky.

# \* the Louisville Courier-Journal sunday magazine

Sunday Courier-Journal Circulation 306,673 Member of The Locally-Edited Broup Represented Nationally by The Bhanham Commany.

# MAGNIFICI Gifts' mailed direct to your customers and friends from ITALY!



This year make a lasting impression, with gifts that are a thrill from the moment they arrive! Select from large variety of handmade treasures in Florentine leather, silver, gold-finished wood, Venetian glass, real briar, etc. Many \$1, none over \$4. Amazing buys made possible by favorable exchange rate. Shipped direct from Italy, duty free. We'll enclose card with your name. See merchandise at N. Y. office or send for free catalog.

TESORI D'ITALIA, LTD.

(Treasures of Ifaly)
1261 Broadway, Dept. 429
N. Y. 1, N. Y.

# THE HUMAN SIDE



"YOU CAN'T MISS IT . . ." To school Esso dealers in the manly art of wrestling with tourists' requests for road information, the company sends this traveling merchandise center to stations, gives quick courses in getting people on the track.

# Quo Vadis?

"Where in heaven's name are they all going?" asked the lady tourist petulantly. "Does everyone in the entire U. S. have to take to the road at the same moment?" Of course the lady, who was herself touring, was simply asking the question that every other tourist on the nation's highways poses. Never before have so many traveled so far—and on such inadequate roads.

We went up to talk with the people at the famous Esso Touring Service in the shadow of New York's Rockefeller Center. "On June 13—a Monday—of this year," said G. R. Covell, the New York manager, "we had the biggest day for touring information requests ever. The mails brought us 5,112 requests for road information. Counting the people who phoned in for information and the people who walked into the big Esso Touring Service downstairs the total was 6,241 for one day!"

As we talked there was an accompaniment of rustling paper, muffled conversation and the ringing of telephones in the outer office. There 34 travel counselors attached to the New York office were busily answering inquiries from Esso customers and others who were taking advantage of this free and excellent routing service. Covell explained that each of the counselors was hand-picked after going through a battery of rigorous tests: Before Esso hires a man as a counselor he must pass, with high marks, tests relating intelligence, some mechanical abilities, map-reading knowledge and visual memory. Each of the men, on a rotating basis, works at the counter in the Touring Service office where the bulk of inquirers, the ones who come in person, arrive for information. Each can fold the most complicated map in less than 10 seconds; each is, seemingly, an oracle where road conditions, short cuts, scenic or historic interest and new road construction are concerned. Esso is careful to relieve each counter counselor at four-hour intervals, for the wear and tear of standing on one's feet—coupled with the pressure of satisfying information seekers who change their minds in midstream, who aren't sure if they want the most direct or the fastest route and who, in the first place, aren't too sure where they're going-is nerve-racking to say the least.

# More product sales

# per promotion dollar

when this <u>NEW CONCEPT</u> of public relations is used to back up your advertising and merchandising

There are many types of public relations. The possible use of <u>one</u> type —one which can <u>sell</u> products or services—is always explored by the J. Walter Thompson Company for our clients.

The concept of "product selling" in public relations is often over-looked. Yet, when closely integrated with your advertising and merchandising, it often greatly increases their selling effectiveness. And at relatively low cost!

This type of public relations is especially effective because it gets your message told by appropriate authorities . . . such as doctors, teachers, editors, writers, and so on.

How effective this can be is illustrated by the Pond's Company, famous cosmetics manufacturers. Pond's has been backing up its advertising with a continuous program of product-selling public relations campaigns.

Each new campaign is designed to meet a current specific need of a Pond's product. For instance—two years ago, Pond's planned heavy national advertising to introduce Angel Skin, a revolutionary new kind of hand lotion.

Could public relations add impact to the introduction?

Months before Angel Skin went into distribution, Thompson's staff began to work with editorial authorities of all the many media . . . explaining in detail the scientific findings behind the development of Angel Skin . . . alerting them to Pond's sales plans. Queries were invited; story ideas developed. In key sales areas, over 165,000 women heard about and actually sampled Angel Skin through their club leaders.

Results? An unusual amount of favorable interest was created before the national debut of Angel Skin. Pond's dealers and distributors were better able to co-operate because they were thoroughly informed on the product's merits and sales potential. The appearance of editorial approval was widespread by the time Pond's national advertising began.

Because the ground had been well prepared by public relations, there was instantaneous acceptance of the unusual merits claimed for Angel Skin in its advertising. The product was a quick success.

If you would like to know more about the J. Walter Thompson Company public relations services—how public relations can be used to introduce a new product, to tell parts of your story that advertising can't cover, to reach people whom advertising cannot reach easily—write to J. Walter Thompson Company S-9, 420 Lexington Ave., New York 17, N.Y.

# J. WALTER THOMPSON COMPANY

New York, Chicago, Detroit, San Francisco, Los Angeles, Washington, D. C., Miami, Montreal, Toronto, Mexico City, Buenos Aires, Montevideo, São Paulo, Rio de Janeiro, Santiago (Chile), London, Paris, Antwerp, Frankfurt, Milan, Johannesburg, Cape Town, Bombay, Calcutta, New Delhi, Sydney, Melbourne To give you
a complete
selling program
to radio and
electronic engineers,

# IRE provides all 3!

# "Proceedings of the I. R. E."

puts your product promotion monthly before the "thinking and doing" engineers in the fabulous, fast-moving radio-electronic industry. Circulation 41,625 (ABC)

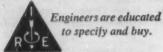
# IRE DIRECTORY

provides 35,000 engineers educated to buy and specify with your detailed product data for ready reference all year long.

# RADIO ENGINEERING SHOW

...the eye-opening event of each radio-electronic year...where over 40,000 engineers come to you for all that's new.

# For complete facts, ask IRE about all 3!



# The Institute of Radio Engineers

Adv. Dept. 1475 Broadway New York 36, N. Y. BRyant 9-7550 These counselors get to be the experts they are only after an intensive six-week course which provides them with a working knowledge of the nation's roads and points of interest. The course is conducted by the assistant to Covell. Then comes the practical experience of answering mail and personal inquiries.

People who go into any of the Esso Touring Service centers (and they are three: the other two are in Washington, D. C., and New Orleans) are always amazed that the counselors seem to know detours and road construction in the most remote sections of the country. They know it because Esso has a fleet of survey cars which tour the country to check conflicting rumors about construction and the like. Furthermore, Esso gets bulletins on a regular basis from state highway departments outlining new construction and its type, detours, new roads or spurs of old ones opening up. Each counselor must memorize all this information and it is surprising that they seem able to carry such a mass of constantly changing information in their heads.

## They're Going Abroad, Too

Several years ago Esso opened a new department of its Touring Service. This is the Foreign Department and it supplies for Americans planning to motor on the Continent, or any other spot outside the U. S., the same graphic information on roads which is available through its Service to motorists here in the states.

With nearly half a million Americans hopping planes and boats for Europe this year, Esso's Foreign Touring Department is kept as busy as a service station operator on the Fourth of July. Especially since so many of those tourists are renting or buying cars abroad for their travels. Last year the Department drew over 32,000 inquiries. This year it will be even bigger.

And to help dealers realize the importance of providing local road information to tourists, the company uses its special traveling merchandising showroom, The White Car. The White Car is actually a well equipped truck which covers Esso's territory from Maine to Louisiana but when it began its tours back in 1939 it was a club coupe and the name has stuck. The White Car stops at a local Esso dealer and he and his staff are invited to sit down in this attractive traveling showroom and listen to some advice on how to help tourists who stop at the dealer's station. The walls of the truck are hung with interesting exhibits and an alert dealer can learn a lot in a few minutes.

All Esso dealers provide their customers with a stamped card for making requests to the Touring Service. We asked Covell if the Service didn't cost Esso a pile of money to operate. He admitted it did. But. he added, Esso feels that the Touring Service increases the potential gasoline market by making touring a commonplace. And the Service does such a good job that most people who have used it feel honor bound to tank up with Esso.

On our way out we stopped in to see some of the efficient counselors at work. One of them, finding himself free, asked us if he could be of assistance. We asked for some information about his customers rather than a personal routing. And here are some of the things he told us: Most people are taking more but shorter trips than they used to. In summer people head for the mountains and the seashore. In winter they seem mainly interested in Florida. Where people used to say "Route me over the best road," they now want to go by the most scenic route or "the least traveled." This, he feels, is due to the millions of new automobiles jockeying for position on roads that were barely adequate before World War II. When it is possible most people prefer to take longer to get to their destinations over secondary roads rather than face those endless miles of bumper-to-bumper traffic.

As the lady tourist said, "Does everyone have to take to the road at the same moment?"



Now...join me aboard the

# VISGOUNT

world's first turbo-prop airliner

Enjoy faster, quieter, vibration-free service between the following cities:

**CHICAGO • PITTSBURGH • WASHINGTON • NORFOLK** 



Manufactured by Vickers-Armstrongs

For Viscount reservations call Capital Airlines or your Travel Agent

Capital AIRLINES



TORONTO

DETROIT

HAMILTON NIAGARA FALLS BUFFALO

ROCHESTER



MONTREAL





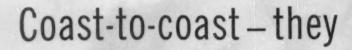
INDIANAPOLIS

CINCINNATI

AKRON



SAN FRANCISCO

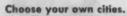




LOS ANGELES PASADENA

ST. LOUIS





Non-Sheraton cities can be included in the Sheraton Closed Circuit TV Network. We'll tailor-make your network - from 2 cities to 100.



AKRON Sheraton-Mayflower ALBANY Sheraton-Ten Eyck BALTIMORE Sheraton-Belvedere BOSTON Sheraton Plaza BROOKLINE, MASS. The Beaconsfield BUFFALO Sheraton Hotel



# your convention - even ask questions

WITH

# SHERATON CLOSED CIRCUIT TV

Now you can bring your entire national organization together - at lower cost than ever before. You can do it without taking any key men away from their districts. You can do it quickly, easily and economically through Sheraton's Closed Circuit TV Network.

This new way of holding a national meeting is a proven success. Hundreds of organizations have found it

saves time, saves money, gets results.

With Sheraton TV you can talk face-to-face with audiences coast-to-coast simultaneously on theatre size screen. You can reach two cities or a hundred cities. You can talk not only to people in Sheraton cities in the United States and Canada but to people in other cities as well. What's more your audiences can talk to you,

ask questions, as well as see and hear you.

The Sheraton Closed Circuit TV plan is completely flexible. Sheraton experts will tailor-make a convention to fit your needs. They will also relieve you of all the technical details, help with your programming and simplify your organizational problems.

If you're planning to hold a national convention . . . or would like to launch a new product or sales plan . . . or if you're looking for a way to get your entire organization together at reasonable cost . . . then you should give careful study to Sheraton's Closed Circuit TV Network. For complete information, write: Sheraton Television, Park Sheraton Hotel, New York, N. Y. -COlumbus 5-3830.



SHERATON THE PROUDEST NAME IN HOTELS

IN THE U. S. A.

CHICAGO Sheraton-Blackstone Sheraton Hotel CINCINNATI Sheraton-Gibson

DETROIT Sheraton-Cadillac INDIANAPOLIS

Sheraton-Lincoln LOS ANGELES Sheraton-Town House

NEW YORK Park Sheraton Sheroton-Astor Sheraton-Russell PASADENIA Huntington-Sheraton

PROVIDENCE Sheraton-Biltmore ROCHESTER Sheraton Hotel SAN FRANCISCO Sheraton-Palace Under construction — Sheraton Hotel, Philadelphia

SPRINGFIELD, MASS. Sheraton-Kimball ST. LOUIS Sheraton Hotel WASHINGTON Sheraton-Carlton

Sheraton-Park

MONTREAL Sheraton-Mt. Royal The Laurentien TORONTO King Edward

NIAGARA FALLS Sheraton-Brock HAMILTON Royal Connaught

IN CANADA

with the new BADGE 714

Opportunity knocks a



# series 3rd time



Sign up now for this *third* series of 39 "BADGE 714" episodes, starring Jack Webb, for first-run syndication sponsorship.

As DRAGNET on network, the episodes making up this third series of "BADGE 714" averaged a national Nielsen rating of 46.0\*. Sponsor these same episodes and you will have a sure-fire formula for attracting your market's biggest TV audiences to your sales messages.

As "BADGE 714" locally, the second series outrated all time-period competition, network and local, in 21 of 29 ARB markets in February.

Take advantage of this opportunity to sponsor "BADGE 714" in your markets. Phone, wire or write today.

\*Nielsen Television Index: September, 1954 - March, 1955

# **NBC Film Division**

serving all sponsors...
serving all stations...

30 Rockefeller Plaza, New York 20, N. Y. Merchandise Mart, Chicago, Ill. Sunset & Vine, Hollywood, Calif.





AUGUST 1, 1955



# What makes a newspaper great?



Around the newsroom of the Minneapolis Star and Tribune Victor Cohn is known as the man who is 44 years ahead of his time.

Few of the marvels predicted for 1999 A.D. will come as a surprise to Cohn, whether or not he is still around to observe them. A skyful of rocket ships, a seaful of growing crops, man-made weather, robot factory workers, atomic power plants ... all the daydreams dear to science-fiction literature are today as real and logical to Victor Cohn as the submarine Nautilus or Jonas Salk's polio vaccine, a couple of other dreams that came true during the two years Cohn spent marshalling

facts for his monumental series of Minneapolis Tribune articles called "1999", a brilliant, authentic forecast of life as it will be lived by American families at the end of the 20th Century.

Perhaps no other feature story appearing in the Upper Midwest's favorite newspapers has ever required the fantastic amount of research and preparation which this Minneapolis Star and Tribune science writer devoted to giving authority and authenticity to this 16-article series. Before writing a word Cohn spent 15 months assembling background material, notes and articles on all phases of science, engineering, medicine, agriculture, transportation, city planning, electronics and oceanography. He crisscrossed the United States, seeking out and interviewing researchers at California Institute of Technology and M.I.T., rainmakers in the High Sierras, scientists-for-hire who are turning automation into a household word, doctors who are inventing cures for diseases we haven't even got yet.

Cohn's remarkable synthesis of

the information gained during this two-yea: assignment to the world of the future may well stand as the most comprehensive peek-at-tomorrow ever taken by a working newsman. To date, "1999" has been syndicated in 28 newspapers across the United States and Canada.

The editorial enterprise, accuracy of detail and completeness of research which Victor Cohn brought to "1999" is a cover-to-cover characteristic of the Minneapolis Star and Tribune—newspapers whose constant efforts to give more of the news have earned them the respect, admiration and trust of the largest reader audience in the 3½ state area called the Upper Midwest.

# Minneapolis Star and Tribune

625,000 SUNDAY - 495,000 DAILY

JOHN COWLES, President

# COMMENT

# Stock Equities for Sales Executives

In the face of rising costs, sales executives are under continuous pressure from top management to maintain volume.

Inherent in this situation is one of the most powerful arguments for a compensation setup for sales executives which gives the sales chief an equity in the business.

One company president put it this way: "It's unrealistic not to recognize that demands for ever-increasing volume-regardless of the situation on prices, inventories, competition, and general economic conditions-are likely to force the sales chief to cut corners and incur risks in order to achieve short-range sales objectives.

"In so doing, he is likely to close his eyes to certain actions which are against the long-term interests of the company. If he owns an equity in the business, he is likely to think more than twice about expediences which might, in a year or two, breed even more serious problems.

"I'm thinking of the company, for example, in which the sales chief knows full well that quantities of goods earmarked for export never get out of the country at all, but somehow get channeled to discount houses or to a gray market. The news of such happenings travels fast on the grapevine, and soon the salesmen are confronted with irate dealers and distributors or industrial customers who demand explanations.

"We're just beginning to appreciate the power of motivation to move men to the action and effort we want from them. I believe in both board membership and stock ownership plans for sales executives as a kind of insurance for the future. Few men wittingly choose to act against their own selfish interests.

"Certainly we want to beat last year's figures, but a company president who is meeting his full responsibilities must think five and 10 years ahead. At least in my estimation he can't afford to mortgage the future for a quick but transient improvement in the current year's balance sheet. It's up to him to see that his sales director not only understands that he is the custodian of the company's good will in the market place, but also that he appraises his strategy and tactics in the light of their longer-range effects on corporate affairs.'

# Are You Looking for Yourself?

While we're on the subject of recruitment of personnel, it might be thought-provoking to report some observations from another employment specialist who has hired and screened salesmen for firms in many different industries.

"I find," he says, "that a very large number of sales executives tend to hire salesmen in their own image. If such a man was a 'big man on campus' in his college days, for instance, he tends to hire salesmen with that kind of background. If he had to earn money as a youth in high school and had no college training, he will be most receptive to young men who have come into the business world with such a history.

"Seldom does one of these sales managers realize what predisposes him to favor certain candidates, but his behavior proves that his decisions are conditioned by the facts about his own earlier family, school and business life."



# H. S. CROCKER CO., INC.

ian Francisco, 720 Mission . Los Angeles, 2030 B. 7th Chicago, 350 N. Clark . New York, 26 E. 26th

# **How to Get Things Done**



#### THE BOARDMASTER SYSTEM

- ☆ Gives Graphic Picture of Your Operations—Spotlighted by Color
  ☆ Facts at a glance Saves time, Saves

- ☆ Facts at a glance Saves time, Saves Money, Prevents Errors
   ☆ Simple to operate Type or Write on Cards, Snap in Grooves
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   ☆ Made of Metal. Compact and Attractive. Over 50,000 in Use

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24-Page BOOKLET NO. S-500 Without Obligation

Write for Your Copy Today GRAPHIC SYSTEMS

55 West 42nd Street, New York 36, N.Y.



How big is Big?

# **American Tobacco**

Company, largest US cigarette maker had 33.2% of domestic sales\* in 1954. Three of its brands sold an estimated total of 123 billion cigarettes.\*\* But nobody smokes Lucky Strikes because of the size of the Company.

Size is not always an index of value and service. In this day of multi-million audiences, one magazine with only 1,300,000 circulation is a major influence in a market worth more than \$11 billion annually.

The magazine is Successful. Farming. Its selective circulation includes 26% of all commercial farms, and 42% of those earning \$10,000 or more a year.

SF farm subscribers have big investments in land, buildings, machinery...raise 53% of the harvested corn, 57% of the hogs, 38% of the cattle and calves, 44% of the dairy products. And their average cash income, from farming alone, has been around \$10,000 for the past several years.

Because Successful Farming for more than fifty years has helped farm families make more money, live better...it has an influence that no general medium can have with its market. And it fills a big gap in the national market, balances national advertising schedules...See any SF office.

Source: \*Business Week, January 8, 1955 Source: \*Advertising Age, January 10, 1955

MEREDITH PUBLISHING COMPANY, Des Moines... offices in New York, Chicago, Detroit, Philadelphia, Cleveland, Atlanta, San Francisco, and Los Angeles.



If this is true, it probably isn't categorically either "good" or "bad." It may be good in the sense that a sales executive who hires younger men in his own image may find them easier to understand, to train and to motivate. It may be bad in the sense that he may pass up many well qualified applicants of promising potential. Whether we sell shoes or ships or saws, we have all kinds of people among our customers and prospects. The quiet salesman who sells on the basis of facts and logic may get along handsomely with some types of buyers. But other prospects respond most quickly to the type of salesman who sells largely through the emotions. It often takes a rough diamond to sell a rough diamond. This is the danger inherent in the sales force that runs too much to one personality pattern.

Take a candid look at the men on your own sales force in the light of this consultant's observation. Are you consistently looking for the "you" in your sales applicants? If so, how does this established practice stand up in the light of your turnover figures?

# What's on Your Mind

Today's marketing chief must spread himself around.

Coca-Cola is still on top with more than 50% of the soft drink market nationally, but Pepsi-Cola, in second place, and 7up, pushing hard from third, can't be ignored by Felix W. Coste, vice-president and director of marketing for The Coca-Cola Co. So he's interested when Ben Wells, vice-president and sales manager, The Seven-Up Co., buys space in the grocery businesspapers to announce that he's doubled his advertising pressure this year (see "For 7up, It's Twice as Many Ads," page 77). You, too, must keep a weather eye on your competitors, because the total of their advertising budgets is always in competition with your own budget.

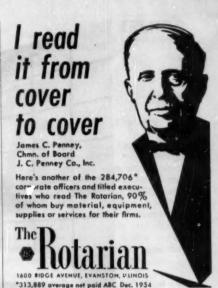
No sales executive is surprised, when he arrives at work any morning, to find some kind of a manpower crisis on his hands. Sometimes the problems are real toughies. For example: how long to carry a man on the pay roll when he's been involved in an automobile accident while on the job. So when you turn to p. 39 of this issue you'll have a genuine concern about "How to Keep Salesmen Alive: The answer—Safety Belts." And you'll say to yourself, "I'd better look into this safety belt business for my men."

Your president probably has put in a stint of Government service in Washington, and if you have your eye on a presidency yourself, you're probably thinking about what you'd like to be asked to do in Government, and when you can spare the time. You may change your mind, however, after you read "Congressmen Give the Fish Eye to Mr. Sales Chief in Washington," on p. 36.

The marketing strategist must concern himself with many an event pretty far removed from the earning of his company's daily profit, or his own bonus. That's why he's a strategist, and not the first sergeant who carries out the orders someone else fashions. So the anti-telephone selling ordinance just passed by the city fathers in Portland, Ore., and effective September 2, ought to be blocked, because what telephone call by a businessman is not a sales call? See p. 66 for "Portland Bans 'Phone Sales Calls."

, Before your day is out, the subject of pricing is most likely to come up. You'll ask yourself, and others will ask you, "Has Ben Abrams got something?" as he announces that Emerson Radio is chopping off odd-cent pricing. You probably are not in the radio or TV business, but you may find yourself agreeing with the president of Emerson, "It's Time to Change Pricing Policies." Turn to p. 70.

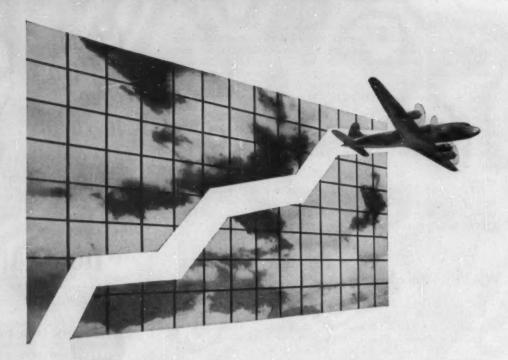
So you close your day. Tomorrow will bring you a new batch of opportunities.











# Ross Coles and American Airlines now join forces to lift your sales

Sales management is virtually unanimous! Nothing lifts sales like a well-planned, coordinated incentive campaign. Nothing creates so much excitement as a glamorous travel award. Nothing sustains effort throughout the campaign like prizes for every man and his family; the world's finest merchandise is offered to you at wholesale cost. Nothing takes such a load off sales management as complete, professional campaign servicing.

And now, America's Leading Airline joins hands with a famed prize incentive agency to bring you America's most complete and powerful prize promotion plans.

Skillfully, Ross Coles and American combine travel with merchandise awards to assure maximum results from a

ROSS COLES AND COMPANY. INC.

Without obligation, please send "The Ross Coles" materials that will be of value in planning a successful incen-

State

333 W. Lake St., Dept. E-8 Chicago 6, Ill.

tive program.

minimum expenditure. American Airlines offers "Holiday on Wings" packages to suit every prize budget. Ross Coles experienced staff takes every detail off your desk and follows your campaign to successful completion.

If you want more sales and more profits, why not investigate this unusual service today? Just mail the coupon.

Ross Coles Contest Winners Fly aboard the Flagships of

# AMERICAN AIRLINES

America's Leading Airline Serving Canada, Mexico and the United States

# Ross Coles and Company, Inc.

PRIZE INCENTIVE AGENCY

Chicago, Detroit, New York, San Francisco, Omaha, Milwaukee



PLANS. Our staff is noted for fresh ideas, professional knowhow and attention to every detail.



PREMIUMS. In addition to famous prizes, a separate division handles all types of Premium plans.



MAIL SERVICE. A 24-hour beltline operation is mechanized to handle 100,000 pieces of mail per day.

24

Name.

Firm

Address

SALES MANAGEMENT

# THE RIFLE VERSUS THE SHOTGUN

The A. C. Nielsen Co. points out in the July issue of "Researcher" that many companies are taking this period of prosperity and high purchasing power as an opportunity to discontinue or at least de-emphasize some of the low-volume items on their salesmen's lists. These steps in the direction of a simplification program are in line with the broad and growing movement toward pinpointing sales and merchandising efforts—to control costs and to increase advertising as well as merchandising effectiveness.

The salesman who is forced to run through a too lengthy line in a brief period before the store buyer sooner or later deserves the dreaded title of "order taker."

A line simplification program includes such profitmaking advantages as reducing production costs through longer production runs on the remaining products; less dilution of advertising and promotional expenditures by intensifying efforts on the high volume items; increased product quality in the remaining items via more specialized labor in manufacture; faster rate of turnover in the remaining items; better delivery schedules, strengthened dealer franchises due to faster turnover, etc.

Nielsen reports a case history involving two manufacturers whose products are predominantly sold through drug stores. Brand "A" has salesmen who are required to promote a wide variety of products, whereas Brand "B" has a smaller but specialized sales force selling only a few items. Aside from this marked difference in selling strategy, there are no essential differences between the two organizations; consumer buying prices and dealer gross profit margins are almost identical, dealer inventories about the same for both brands, advertising approximately equal in quantity, type and media.

The shotgun brand; with a larger sales force, got off to a flying start five years ago, ringing up \$244 in sales to every \$75 for the smaller specialty staff... but by 1953 the specialists were getting \$357 for every \$325 for the general line salesman and today these specialists have a big lead—\$744 versus \$551.

There are probably very few organizations that couldn't improve by eliminating a few sizes or colors.

# PROSPERITY VIA INSTALMENTS

The mounting tide of consumer debt has surged to a new all-time high in excess of \$32 billion. Add home mortgage debt and the total is well over \$100 billion. This means that the average family is in hock \$625 for automobile paper, other types of consumer durable goods, personal loans and home repair and modernization credits—and with home mortgage debt added, the average is around \$2,500.

A lot of people who are worrying about the ability of householders to carry out these obligations fail to relate the debts to the fabulous increases in disposable income and liquid assets.

Actually the ordinary consumer's debt as a percent of disposable income is only a shade higher than it was in 1939, although the dollar increase is terrific. This instalment debt plus home mortgage debt was 32% of income in 1939 and is only 40% today—but there are at least 10 to 15 million more families enjoying home ownership and this growth has for that many people merely substituted mortgage payments for rent.

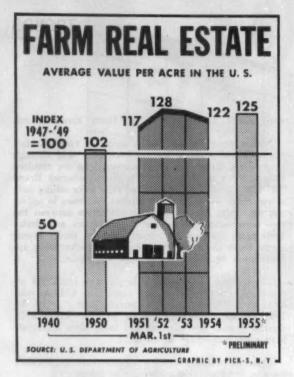
This spring, borrowers were paying off their instalment debts at the rate of 11.1% a month. The volume of instalment debt is not a solid static block on which new increments are piled, but is a continuously revolving sum, which tends both to safeguard liquidity and maintain

general purchasing power. For example, 10 million American families will complete payments on their automobile instalment purchases in this year alone. This large volume of continuing repayments is sure to help future automobile sales.

The most recent study by the Federal Reserve Board shows that of the 56% of families who have instalment debts, somewhat less than one-third had bank accounts or bonds greater than the debts, somewhat over one-third had bank accounts or bonds but in amounts less than the debt. Thus there remained only about one-third with consumer debt that had no bank accounts or bonds whatsoever. With the growth of the country as a whole, expansion of debt is to be expected; the main thing is not the size of the debt but its relation to supporting factors of income, productivity, and savings. . . . To this observer it doesn't seem that consumer debt is too high or rising too fast.

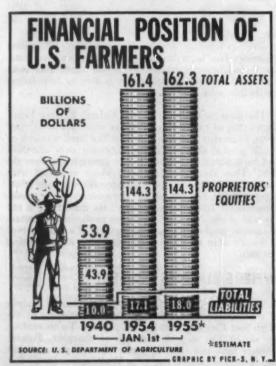
# WHERE BUSINESS IS BEST

We recommend careful reading of Dr. Gould's analysis of the national market and his detailed estimates in the High Spot City section this issue, page 78. To his analysis we would like to add a couple of thoughts. Federal workers have just received a nice boost in pay and that should help everybody's sales in Washington, D. C. But



# The Farmer as a Prospect

If you have followed reports about the Russian farmers on the tour initiated by the Des Moines Register, you noted their amazement over the net incomes currently enjoyed by dirt farmers. Stability and prosperity are the words most applicable to the farm areas. For details study the two charts and the editorial item on this page.



what surprised me when I saw the figures and what will surprise many of our readers, I think, is that only about 10% of federal employes work in the nation's capitol. There are, for example, more people on the federal pay roll in California than there are in Washington.

Another tip on where business should be best is this: The automobile and steel workers have received handsome pay boosts and guarantees. Those boosts should pay off quickly in Detroit, Pittsburgh and other centers with large employment in those two industries.

# JUST AS SIMPLE AS A-B-C

It's no news that Chrysler is having a big comeback year. Everybody knows that sales during the first half were far above the total for the entire year of 1954. Why? Automobile styling that struck the public fancy is an obvious answer, but better selling is certainly another.

In the Chrysler Airtemp Division, J. F. Knoff, vice-president in charge of sales, is able to report a 101% increase for the first eight months of fiscal 1955 and he comments, very significantly, "Credit for this increased business is attributable to the fact that Airtemp accounts, wholesale and retail, considerably intensified their merchandising and sales efforts this year."

# BETTER FARM INCOME

If your sales don't increase in the farm areas, look for something wrong in your organization rather than in business conditions. According to the latest forecast of the Department of Agriculture, total crop production will be the second largest on record, exceeded only by the all-time peak of 1948. Prices received by farmers have been characterized by steadiness so far this year, with only a 2% spread between the high and the low month. Prices paid by farmers for labor and materials have also moved in narrow range in 1955. So the combination of bigger crops and stable prices should result in a big income increase. Makers of farm equipment are already cashing in.

# THE MEDIA BATTLE

The Magazine Advertising Bureau announces a new all-time high for magazine advertising during the first six months of 1955—a total of \$325.9 million, representing a gain of 6.5%. Pages of advertising showed a gain of 1.8%. The organization forecast the 1955 annual total at \$650 million.

Simultaneously the Bureau of Advertising of the American Newspaper Publishers Association reports that national advertisers are currently buying newspaper space at an all-time record rate of \$650 million a year—or the precise amount estimated by the magazine boys.

So it seems that there is enough prosperity for all. Printed media are more than holding their own despite the continued growth of television and the spirited comeback fight in the national radio field.

PHILIP SALISBURY Editor Selling the "Board of Directors" means BIG BUSINESS on Midwest farms!





**DECISIONS** that determine who gets the business from the Midwest farm "board of directors" are made at mealtime meetings.

Midwest farming is a business where home and office are one. Every member of the family sits on the "board" and shares responsibility for plans and purchases.

It's big business because you can multiply the products and services sold to this "board" by 1,293,633 farm family subscribers of Midwest Unit Farm Papers. Their in-

come and investments in land, buildings and equipment are twice the U.S. average.

It's important for you to be represented at these meetings through Midwest Unit Farm Papers, read by the entire family, preferred better than 3 to 1 over any other publication and delivered to 9 out of 10 homes in the richest farm market in the world.

So to realize your full sales potential in the Midwest, advertise in the Unit — one order, one plate at a substantial savings in rates.

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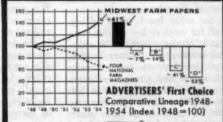
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# Hold the Reins Lightly

To handle the hot-blooded salesman, as a hot-blooded horse on a long ride:

- 1. Don't use a whip, or spurs. He doesn't need them. Neither does he understand them. You'd get a resentful salesman who would fight you to a standstill. Or, you'd get a confused and anxious salesman who would wear himself out fretting and "go off his feed." You might also get a runaway.
- Give him definite and consistent signals as to what you want him to do and how you want him to do it. But, use a light hand and gentle pressures. Don't jerk on the reins or haul him up hard.
  - 3. Let him go along at a pretty good clip. But don't ever

let him run all-out or get too excited. Give him frequent breathing spells.

- 4. See that he gets good rich food regularly, but don't let him overeat or drink when he's too hot. If he goes off his feed, you've already seen what to do.
- 5. Gain his trust, confidence, and love and see to it that you do not abuse it.
- 6. Do all of these things and you've got a salesman who will stand in the winner's circle for you. Even in a "down" period, he'll still move faster and more strongly than others.

Put your money down on the hot-blooded cycloid salesman for win, place, or show. He'll never be an also-ran, if you know how to handle him.

# Can You Handle a Hot-Blooded Salesman?

# BY WILLIAM L. McCASKILL\*

Any sales manager can handle the cold-blooded salesman who works primarily because of a sense of duty. His inner drives are not very strong, he is not very combative, and he is not hard to guide. A good old steady work horse who goes his own gait and gets a lot of work done. Salesmen of this type are pleasant to deal with and for this reason many of them are in selling fields where they do not belong. This is the result of a failure on the part of the sales manager.

On the other hand, many selling jobs call for more or less routine contact and service work. The hotblooded salesman is unhappy in this kind of job because there is not enough action and sense of achievement to satisfy him. He drives his sales manager to distraction trying to get the company to go into some terrific promotional scheme which he feels sure would revolutionize the industry. This salesman is the wrong one for that type of job and it is useless to try to keep him in it. He is just the man the higher-paying, competitive, and tough selling fields should seek. In such a field, this hotblooded and hard-to-handle salesman is likely to set records.

Let's see why. And, let's see if we

can understand this salesman so that we can encourage and benefit from his best efforts.

Personality basis: Virtually every outstanding salesman I have ever met been the hot-blooded type. Whether he is tall or short, fat or thin, the basic structure of his personality is physical, not psychological. The name assigned to this pattern by psychiatrists is "cycloid personality." But psychology has showed that the causes behind the pattern are physical and not mental. My own observations in the field substantiate this. A great many men with this pattern occasionally are sure that they must be going crazy. Actually they have the safest of all personality patterns, psychologically, and the least chance of all of becoming psycho-neurotic or psy-

#### \*About the Author

William L. McCaskill's No. 1 hobby: people. He's sales training director, Worrell-Consolidated Laboratories, division of Consolidated Chemical Laboratories, Inc., St. Louis. The company makes floor care and sanitation products. chotic. If they should go overboard, there is a specific physical treatment. It is occasionally necessary to reassure a salesman on this point.

Social expression: The cycloid personality is warm, friendly, emotional, sympathetic, sensitive, responsive, outgoing, competitive and ambitious. He loves people and has a strong need for love and affection in return. This makes him unusually attractive to and well liked by his customers. Close friendships with his customers are the rule. Being closely and intimately associated with people is an absolute necessity for him. If he does not get this in his daily work, you'll usually find him active in church work, community fund drives, or other civic or social activity. He can live alone, but he doesn't like it.

The sales manager who, himself, has this physical endowment will deal with his salesmen on a warm, friendly, and intimate basis. They will "bust a gut" to please him. The sales manager of a different pattern is likely to deal with his men formally and at arm's length. A great many argumentative facts and inspirational messages of the "let's get going" type will characterize his contacts with the

sales force. The best men in the sales force are likely to consider him as an antagonist rather than a friend and eventually move to another company. It is surprising how frequently such a sales manager trains the best salesman his competitor ever hired. If this sales manager were smart, he would hire a cycloid as a field supervisor to satisfy the need for friendship felt by his best men. It's the best insurance against turnover he can buy.

Hard working: This salesman has a conscience, or conscientiousness, that literally will not let him rest. It is both the strongest point and the weakest point in his character. The motivating force is a feeling of insecurity and inadequacy which he compensates by action and achievement. It makes him hard to train for selling because he is impatient with abstract thinking, book learning, and technical facts. What he wants is action. In the end, you can't keep him from working hard; but it may be difficult to get him to work smart. No measure of success seems to quench completely that over-balanced desire to accomplish. It is the basic cause behind the success of almost every top salesman I have ever met. When a sales manager talks about a human dynamo or a self-starter, he is talking about a cycloid personality.

Psychological overtones: The cycloid personality seen in the sales field is essentially a strong-moving, strongfeeling, strong-willed character. He always shows a psychological reaction to the pressures and stresses of his past environment. There are two normal expressions of this reaction. both of them valuable. A strong unconscious hostility to authority or domination by others may have developed (paranoid pattern). This makes the man more aggressive and strong-minded and gives him more will-to-win and objectiveness. It also makes him harder for the sales manager to handle. But, the sales manager should bear in mind that, at the same time, it makes him harder for tough customers and tough competitors to handle. The cycloid with these psychological traits is the best bet of all to make top salesman in a tough competitive field where success depends on both hard work and selling power.

The other psychological expression is an unconscious fear of rejection by others (compulsive pattern). This causes the salesman to develop an admirable and idealistic code of action which his conscience requires him to follow religiously. At times, this code

may be so high-minded and unrealistic that it works against both his business objectives and his health. This man may tend to be ritualistic and patterned in his selling. However, he has an intense desire to "do his job right" and is the best candidate for sales positions in the engineering field or other sales fields in which he is required to learn a great deal to succeed.

The sales manager must guard against hiring salesmen because of psychological traits. "Aggressiveness" may be shown by a cycloid, but it may also be shown by an immature personality, an antiscial personality, a schizoid personality, a psychopath, a psycho-neurotic, or a psychotic. And, it may look pretty much the same in each case. Yet all these other patterns lack the love for people and the desire for their high regard which

man habitually and daily overspends himself. Non-cycloid persons simply get tired and go to sleep when their energy reserves become depleted. They have a balanced internal thermostat in which the "let's relax" side is just as strong as the "let's get going" side. But strong cycloids may not even "feel" tired as long as their conscience tells them that there's still something that just must be done.

This is at once a blessing and a curse. In an extended emergency or stress, this man can, and will, overspend himself and accomplish great things for months or years at a time. And, he feels fine. But, a day of reckoning will come just as sure as God made little green apples. It is interesting to see how many outstanding salesmen have a record of one or more curious "breakdowns" in their past. Sometimes, it was called a

"It is interesting to see how many outstanding salesmen have a record of one or more curious 'breakdowns' in their past. Sometimes, it was called a 'nervous breakdown' and sometimes it was some disease that 'doctor couldn't seem to figure out.' . . . the symptoms were clearly those of the cycloid's day of reckoning."

is an elemental cause of success in selling. Further, of all the patterns the cycloid has the strongest hold on reality and is far less likely to express psychological pressures in a socially unacceptable fashion.

In a period of depression and consequent bodily dysfunction the cycloid may show some expressions which appear to be psychotic. He may feel that someone, or some people, are talking about him or don't like him. Or, he may begin talking and acting too fast and too hard—often on a single idea. These are only symptoms of his physical dysfunction and will disappear, along with his other symptoms, as soon as his energy reserves have been restored and his internal energy-using, energy-restoring thermostat (hypothalamus) is back in balance.

The weak point: The weak point in this personality is that the sales-

"nervous breakdown" and sometimes it was some disease that "the doctors couldn't seem to figure out." In every case, the symptoms were clearly those of the cycloid's day of reckoning.

The day of reckoning: The cycloid always has these physically depressed rebuilding periods. As his energy reserves become depleted, the voice of the "let's get going" side more or less runs wild. These periods vary in intensity but, essentially, the bodily functions associated with relaxation, rest, and energy-restoring are greatly disturbed. The man can't eat right, digest right, or sleep right. Even the sexual urge, which is associated with a relaxed body and mind, goes way down and may leave the man temporarily impotent. This is not "all in his mind" as some people have felt. It's all in his body, and it's in all of his body. A germ which is attacking

only one part of his body can't make him feel nearly as miserable. Men who have been through an extreme physical depression will tell you that they would cheerfully have swapped it for any other disease known to

There is a definite way in which the sales manager can help the salesman to reduce the frequency of these depressed periods and to reduce the disabling effects when they do occur. But, first, let's identify the signals which indicate that such an attack is on its way. The cycloid shows one, several, or all of these signals now or has shown them in the past, although he is more likely to admit to the physical ones. If well handled, he need never lose a day's work.

## Emotional signals:

1. Mood change. May become melancholy or depressed, or, may become

- 6. Irritability. May suddenly become irritable, nervous, and too ex-
- 7. Guilt feelings. May have vague feelings of guilt or remorse.
- 8. Numbness of emotions. One salesman expressed this as feeling sort of "dull gray" about things which should have caused emotion. He feared he had stopped loving his family.
- 9. Feeling of unreality. One salesman said he felt as though he just couldn't exactly understand what he was seeing and hearing, as if there was a veil around his brain. Another said that when he talked with a customer, he felt as though he were overhearing a conversation between two strangers.

"I want you to take a few days off . . . when you come back . . . when I ask you what you did, I want the answer to be, 'nothing—just puttered around.' That's what you need."

"euphoric." In the first mood, he may show anxiety which is puzzling to him and search for a cause. In the second mood, he feels wonderful but talks and acts too fast and too hard. May have some grandiose idea about either himself or some plan for the

- 2. Sensitiveness. May be very sensitive to a real or fancied slight or criticism. May "feel as though" someone is talking about him or doesn't like him (ideas of reference). Traumatic reaction to sudden loud noises or shocks.
- 3. Crying. May cry easily or have crying spells, or, be unable to cry. When intoxicated, may have a "crying jag."
- 4. Alcohol. May use alcohol excessively on a day-to-day basis in an effort to relax. Very few cycloids become alcoholics although many try it until they find it doesn't get the job done and, thereafter, use it moderate-
- 5. Insomnia. Unable to get to sleep. Awaken during early morning hours and can't get back to sleep.

10. Lack of confidence. Regardless of past or present success, he may suddenly feel that he's losing his touch.

# Physical signals:

1. Hot flushes or burning of skin. 2. Rapid heart beat or faint heart beat. Feeling of weakness.

3. Headaches. Pulling sensation in

4. Coldness or numbness in hands or feet.

5. Dizziness or "woozy" feeling

in head. 6. Stomach distress, indigestion, flatulence, or being "hungry but can't eat." Loss of appetite.

7. Excessive perspiration. Cold

sweats.

8. All tensed up like a coiled spring. Pains in upper left chest area.

9. Itching skin. Coarseness of complexion. Red splotches or breaking out on skin.

10. Diarrhea or constipation.

11. Nausea or vomiting.

12. Ringing or pains in ears. 13. Tremors or jerking muscles.

14. Pains in joints (often called

15. Frequency of urination. In-

ability to urinate.

16. Eyes red and watering.

17. Impotency or impaired sex

18. Low grade fever (100° to 101°).

19. Nervous and very shaky.

What to advise the salesman: First, explain to the salesman how his bodily thermostat works and why and how he feels as he does. Make him clearly see that these are danger signals he'll have to do something about or he'll wind up in real trouble. Then speak to him somewhat as follows:

1. (If his condition is serious enough that you want him to take a

vacation.)

"I want you to take a few days off and have a vacation. I don't care where you go or what you do. But when you come back, I don't want to hear about all the sights you saw or how many fish you caught. When I ask you what you did, I want the answer to be, 'Nothing—just put-tered around.' That's what you need.

2. "Quit spending money on medical examinations trying to find a germ to kill. If one examination doesn't find the germ, there isn't one. And quit worrying, because you're going to get well anyway. If it were a germ, you might not.

3. "Keep on working, but just work for the fun of it. We don't care if you don't accomplish a darn thing until you get on your feet again. Just visit with your customers and don't

fight to win.

4. "Take an hour off every noon, lie on the bed, and count cracks in the ceiling. If you work at night, sleep until at least 10 o'clock the next morning and don't show up for work until after lunch.

5. "Eat four times a day, but don't eat big meals. If you're on a diet,

drop it.
6. "Don't worry about unfinished

business. It'll wait.

7. "Take at least two 50 milligram Nictoinamide, two 50 milligram Thiamine Hydrochloride, and a couple of multivitamin pills during each day. You can get them at any

drug store.
8. "On week ends, fool around with your yard or garden. Don't go to bed for the week end. Do something with your hands, but be lazy about it. Work a third of the time and admire what you've done for the rest of the time.

9. "Don't get all hot and bothered about some great idea or plan for the future. If you get any big ideas, drop them like a hot potato."



# How to Keep Salesmen Alive: The Answer — Safety Belts

... and that's a salesman adjusting one of The Hickok Manufacturing Company's new safety belts: He's Tom Shiell, San Francisco district manager for Magna Engineering Corp., Menlo Park, Cal. There's a story behind the safety belt in his car: Last year Robert L. Chambers, 37-year-old president and founder of Magna—that sells the Shopsmith home workshop-was horrified when a salesman for Soapstone Duct Co., owned by Chambers and his brother, was critically injured in an auto wreck. The salesman was away from his job but nevertheless on the payroll. He was out of commission for a year. Chambers was convinced the salesman would have escaped with minor injuries if a safety belt had held him in his seat.

Chambers is a friend of Ray Hickok, young president of the company that has been content with making a good thing of keeping men's pants around their midriffs. But when Bob Chambers heard that Hickok was planning to manufacture safety belts for automobiles, he immediately got enough of the belts to protect all 35 of his salesmen. They're being installed now - these pre-production belts - and Chambers has cautioned each of his men to strap themselves in before they put keys to ignition locks. Chambers has safety belts in his Chrysler Imperial for himself, his wife, two girls and a boy. His personal Lincoln convertible is also equipped.

This opens up another avenue of sales for Hickok's new safety belts—sales to corporations that want to protect their salesmen as they travel over the nation's highways.

In Rochester Hickok has established the Automotive Safety Division, placed Wilbur V. Dunn as sales manager. The new division is promoting and selling the Hickok Car Crash Safety Belt and other automotive safety products. The Hickok safety belt was especially designed by Cornell Aeronautical Laboratory after several years of research and testing.

Hickok's safety belt costs \$29.95 for a front seat kit of two belts. Rear seat belts are \$11.95 each. They can be installed by most service stations in a few minutes. Hickok's sales chief, William Brandt, has the belts installed in his car to safeguard himself, his wife and their five children.

Heretofore there has been a general apathy on the part of the motoring public where safety belts are concerned. Hickok discovered that no realistic educational campaign was carried on by any of the manufacturers of the devices. So the company has launched an advertising program in business publications and is planning a large-scale consumer advertising program as well. The company believes that seat belts alone represent a potential \$2 million market for

dealers. Two of the three big automobile manufacturers — Ford and Chrysler — are offering seat belts as optional equipment.

The safety belt, as a lifeguard device, has long been recognized by safety experts. Evaluations of fatal auto accidents have proved that if the occupants are not thrown from a car involved in an accident their chances of survival are immeasurably increased. As soon as the public is taught the value of driving with safety belts, Hickok feels, it will embrace the idea.

One auto accessory dealer in St. Louis, who promoted the idea, sold 500 belts in a little over a year. The Hickok Manufacturing Co. received over 1,200 mail inquiries resulting from a single article in a national publication. Cornell Medical College and Cornell Aeronautical Laboratory have received over 2,000 inquiries. Legislation, making seat belts mandatory, has been introduced in the legislatures of nine states as well as the U. S. Senate.

Chambers suggests that all salesmen's cars be equipped with safety belts and that whether a man was strapped in when involved in an accident should have some bearing on how long the company would carry him on the pay roll while he's away from his work.

## **Public Service Programs**

On July 19 CBS Television presented its half-hour program, The Search, a program with Walter Cronkite. Charles Romine narrated the work being done on automobile safety research by Cornell. One of the recommendations made by Cornell scientists was that automobiles be equipped with safety belts. Leading scientists from the University pointed out that over 3,000 persons, each day, are either killed or maimed in auto crashes.

Through such public service programs as The Search, Hickok feels the public will be awakened to the importance of safety belts. But it will take more education by Hickok and through safety education, to convince an unenlightened motoring public. And legislation may play an increas-

within the past fortnight Gov. William Stratton, Illinois, made news by signing the first U. S. law requiring that new cars—beginning next July 1—be equipped with special frame holes to which safety belts can be attached. Gov. Stratton has a pair of the belts in his own Cadillac for the protection of himself and Mrs. Stratton.

# No Back-Slapper Salesman Gets on This Guy's Pay Roll



It was 13 years ago. Wade W. Hildinger walked into an Oklahoma City restaurant for a cup of coffee. Next to him sat a National Gypsum Co. salesman, Joe Phillips, and a friend. The "friend" was John W. Brown, Dallas district manager for National Gypsum. They were discussing the hiring of a replacement for Phillips who was being transferred to Texas. Before the coffee could cool Hildinger had gotten the replacement job . . . Recently Hildinger was named to the newly created post of director of general sales-and with the announcement came an indication from Board Chairman Baker that Hildinger eventually will succeed Brown as v-p of sales. Hildinger's meteoric rise through his company's sales ranks probably can be traced to what he himself calls "doggedness." When some members of the firm's top management said sales couldn't exceed \$12 million in a single month, Wade set out to prove it could be done. He made a crusade out of "The Twelve Million Dollar Month." Twice he failed. But last October he made it. Once he told a group of sales order supervisors why they shouldn't have a raise. When he finished they gave him a rousing ovation! Coffee still plays a part in his big decisions. Each morning at six he creeps downstairs, brews a pot and sits there—thinking.

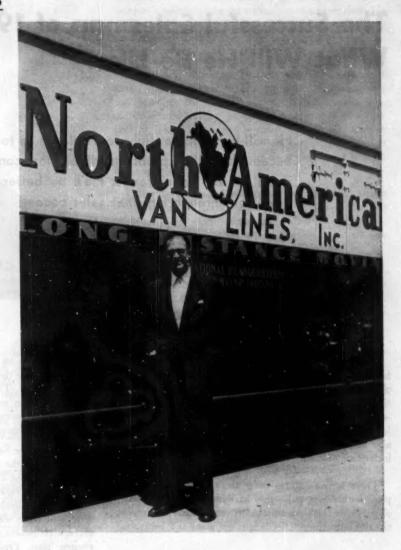
# The Crusader: He Works for His People

... but in the broadest sense Dr. Carl Murphy, president of the Afro-American Newspapers, works for all men: He has just received the coveted Spingarn Medal (the 40th recipient) presented by the National Association for the Advancement of Colored People at the NAACP's annual convention. The medal was given to Dr. Murphy-who began his career as an assistant professor of German at Howard University - by the Hon. Robert Meyner, Governor of New Jersey. The man in the middle is NAACP's Roy Wilkins . . . Carl Murphy has spent 37 years as the guiding genius of Afro-American Newspapers-six of them (one national) in leading eastern cities and states. This is not the first honor which has come his way. He has been named the outstanding Scottish Rite Mason of the year, has won the National Urban League Teamwork Award, was one-time president, National Newspaper Publishers Association. In recognition of his crusading spirit and "his selfless championship of Civil Rights," NAACP voted unanimously to give him its highest honor. He has leveled invidious racial barriers in employment, in education and in recreation.



# THEY'RE IN THE NEWS

BY HARRY WOODWARD



# Vans in all 48 States: And once over the Alcan Highway...

North American Van Lines, Fort Wayne, Ind.—that has pioneered in such fields as establishing ocean-van service to Alaska, Hawaii and Puerto Rico—has a new director of sales. He's W. J. Sneltjes. It seems like a far leap for Sneltjes, who comes to NA from a General Electric Co. division where he had been since 1950. But his background is in sales, advertising and promotion and he's a firm believer in the fact that people are motivated by the same order-getting urges, no matter what the product or service. Furthermore he's fascinated with his new affiliation . . . a company with 1,100 agents that has kept so well up with the times that it has completed special arrangements with major airlines to move uncrated household goods to the West Indies, Latin America and Europe via air freight. Recently North American bought a twin-engine Beechcraft to aid company personnel in keeping close contact with the lines' network of 25 service and dispatch offices. Sneltjes operated his own distributing company in Chicago prior to World War II. During the war he was a supervisor of instructors at the Army Ordnance Anti-Aircraft School, Rock Island Arsenal. After experience like that, what van driver would want to get in his way?

# The Successful Salesman of 1960— What Will He Be Like?

He will bear only a slight resemblance to today's model, because his selling problems will be more complex and his goals will be longer range. He'll be better trained and it will be through him that sales becomes a profession.

## BY CHARLES SOUDERS

General Sales Manager
International Cellucotton Products Co.

To discuss the Salesman of 1960 is to engage in speculations—a pleasant mental exercise. Speculations have two sides. One side is realistic; the other, idealistic. Speculations—perhaps "plans" is a better word for our purposes—have a realistic side because business leadership must look to the future, must anticipate its needs. Plans are also idealistic because they often harbor our hopes and include a measure of wishful thinking.

There is one curious thing about American business plans for the long pull—they have invariably fallen short of subsequent achievement. American industry has traditionally outperformed its long-range plans and hopes.

# **Behind This Speculation**

As General Sales Manager of International Cellucotton Products, Charles Souders is responsible for salesmen and their managers in 91 territories. His job demands that he concern himself daily with the hiring, training, supervising and promoting of these men. Naturally, he has given much thought to present personnel needs and future manpower requirements.

He prepared this article with his own organization in mind and in it he describes the 1960 ICP salesman. This man's job will be involved principally with calling on and serving super markets. However, the universality of the salesman's role shows through and we feel that the contents of this piece may be equally applicable to the future sales needs of your organization.—The Editors. Our speculations or plans will be directed toward what we believe to be the realistic—perhaps the conservative—side of the road. The Salesman of 1960 will be as unlike today's salesman as the super market is unlike the old service store. Basically, they each perform the same function but the technique is much more advanced.

What will the Salesman of 1960 be? We think he will be younger, on the average, than today's salesman. Many of the men hired during and immediately after the war will leave the ranks of active salesmen to shoulder increased responsibilities in management positions. Retirement will claim some, and there may be a lowering of average retirement age. Professional selling will attract younger men. Training programs will make it possible for younger men to become professional salesmen more quickly.

The future salesman will be more thoroughly educated. There will be more years of formal schooling behind him and the educational standards will be higher. Salesmanship is on the brink of becoming a profession. By 1960 it will be a profession. That means more study and preparation to become a salesman; continued study to remain among the leaders of professional salesmen.

The average salesman will travel less than he does today. He will spend more time in his home and with his family. He will have a greater variety of "local" interests than it is possible for him to have now. He will become more active in civic and community affairs—and at an earlier age.

Today's salesman usually works against a pretty definite sales quota. More often than not his ability to equal or



better this quota has direct bearing on his income. We think the Salesman of 1960 is more apt to have a set of long range sales objectives, developed for his market by himself and a home office marketing team. These long-range objectives may be broken into shorter or check-point objectives to help both him and the home office in periodic analysis of conditions in his market. Volume alone will have little bearing on income.

The increased complexity of business will make for many new middle management opportunities. To get and keep good men it will be necessary to offer them definite opportunity for advancement. We think the Salesman of 1960 will get such opportunities to a greater degree than today.

Tomorrow's salesmen of the professionally minded sort will be paid higher salaries; will share in company profits—one way or another. This will result from their increased responsibilities, greater product volume, and the higher caliber of the men themselves. Salesmen come in all sizes, shapes, and personality types but they share in common a deep interest in money or what it buys. By 1960 any incentive pay above a salesman's fixed salary is more apt to be based on his creative ability than volume.

Future salesmen will, by training and necessity, be creative. The era of stereotyped or standarized promotions is quickly passing away. The man with ideas, ideas backed up by sound promotional plans custom-made for each customer, will get the business. Salesmen will be motivated, as are other professions, to serve—to serve others so that the world may be a better place in which to live and work.

Concentration of effort, increased responsibility and the

necessity for closer supervision in the field, will turn tomorrow's salesman into the equivalent of a supervisor. He will usually have a corps of younger men for whom he is responsible—whom he must train and develop.

This requires sound and creative supervision by home office and field executives. Without this, the Salesman of 1960 will not be successful. Inspiration, guidance, and confidence are the responsibility of top management. The old style sales training program will give way to a new concept. The salesman will be taught to think—to analyze—to be creative. His problems will become puzzles that will be fun to solve. His ability to work them will build his inner confidence.

Our future salesman will be well versed in all phases of marketing. Business conditions of 1960 will demand it. He will be aware of the responsibilities of management and how they relate to him and his customers. He will be a planner—and he will follow his plans.

He will thoroughly understand the operation of each major customer. The coordination of customers' promotional efforts will, to a large extent, be up to the salesman. He' will serve his customers, as a consultant would. He will be trained to call only when he has an idea to present.

In return for this service and this respect for his customer's time, we think the Salesman of 1960 will be welcomed, not just accepted as a necessary evil. Practically all calls on major customers will be by appointment—and appointment schedules will be honored. Any improvement in the everyday working relationship of customer and salesman will be mutually beneficial, will be an economy for both distributor and supplier.

It is entirely possible that by 1960 salesmen and customers may participate in joint appraisal programs—or joint merchandising clinics—or joint meetings to discuss problems of mutual interest. It would be profitable for both.

In summary the Salesman of 1960 will:

Call on bigger customers.

Be in contact with more capable people.

Be younger, better educated than today.

Have more direct interest in community or civic affairs.

Work toward long-range objectives instead of fixed quotas.

Have greater opportunity for advancement.

Earn more money.

Be creative.

Have more responsibility.

Get better supervision.

Understand his and his customers' problems.

Sell by serving.

The End

# Congressmen Give the Fish Eye To Mr. Sales Chief in Washington

"Without compensation" executives who take on temporary duty running Government agencies are being investigated, condemned and generally viewed with great suspicion again today. Would you serve as a "W.O.C."?

# BY JEROME SHOENFELD . Washington Editor

Once more businessmen, many of them sales managers, who take unpaid Government jobs are under attack. Yet a man who has served is likely to feel that he served well and that Government still needs within its ranks men like himself.

Unpaid officials, known during both world wars as "dollar-a-year men" have since the Korean war been called "W.O.C.'s" (without compensation) pronounced letter-by-letter and not to rhyme with "locks." Criticism of them has been snowballing in a familiar way. Because the subject is hot, newspapermen, as they wire stories, and Congressional committees, as they probe the Government departments, look for and accent W.O.C. angles. The Justice Department recently made its routine check, required by statute, on whether agreements among defense producers are legal; it was featured as a new W.O.C. hunt.

## **Congress Acts**

The Senate Banking Committee has just voted to prohibit any W.O.C. executive from serving as head of any agency, division, or other branch of the Administration.

The House Banking Committee version of a bill to restrict W.O.C. people would allow a W.O.C. person to serve for administrative purposes as top man, but forbidden to serve as head in a policy function.

Men who have served their terms and gone are convinced that Government needs business help. Harry La Smith, vice-president, Aluminum Company of America, and assistant administrator of the Metals Division at the Commerce Department two years ago, wouldn't allow his words to be placed between quotation marks. He was happy that their sense be published.

Since the subject of the eligibility of W.O.C.'s had come up, he said, he had been discussing it with other businessmen. He concluded that keeping them out of Government would be a grave mistake. To ban them would make it harder to plan for defense and would impair the service Government can give to industry.

Smith did not agree that, whatever the need for them in emergencies, there's no immediate reason for employing W.O.C.'s. There is a huge arms program. There is a great deal of planning for what to do in an emergency. In his own field, aluminum, companies still set aside up to 15% of their output for the military. Companies are still urged to expand. Collaboration between Government and business is still necessary. With respect to at least one industry, his own, keeping W.O.C.'s out would do great harm.

Smith argued further that, whatever critics may think, W.O.C.'s don't decide anything. They recommend. Secretary of Commerce Sinclair Weeks or Charles F. Honeywell, permanent head of B.D.S.A., decides.

## **Must Be Trained**

Moreover, Smith pointed out, Government is still building up its group of businessmen, familiar with day-to-day work in their industries and prepared to take Government posts instantly should war break out. They must be trained to it.

But unless there is an emergency, Smith does not feel that he should be asked to go back. He can't easily spare the time. More important, it's better to train new people. At any time, it's all to the good if company men understand how Government operates; it's essential that they be able to take Government posts if they're needed.

Malcolm V. Macfarlan, sales manager, Viscose Sales Division, American Viscose Corp., New York, was a WPB dollar-a-year man back in 1942, though the check he got for it came only to 76 cents—perhaps by virtue of a 24-cent tax deduction. After the war, he was an unpaid consultant to the Civilian Production Administration; during the Korean war he again took an unpaid job at NPA.

"I certainly do not think that W.O.C.'s should be banned. I see no advantage whatever in doing that. Without men experienced in industry, you couldn't get the work done. I couldn't handle a job that required a knowledge of the steel industry. Why should you expect a career Government man to be able to?

#### W.O.C.'s Now?

"Is it practical to keep W.O.C.'s now? Well, I think that it is in some areas—those in which there are scarcities. Where supplies are free, there's reason to doubt. I'd have to think about that. In an emergency, there's just no question about it.

"Whether I'd take the job again would depend on top management, not only myself. But, personally, I think these jobs should be rotated. In my own industry, there are a great many men—I could supply a list—who could handle it.

"It's true that a man who already has Government experience can fit in fastest. That's a reason, though, for training more people. During World War II, the Rubber Division at WPB shipped people home after six months and made companies supply understudies. It was a good idea. It helped the war effort that a lot of industry men had worked in Government and understood what Government was driving at."

The latest attack started during Senate hearings to extend the Defense Production Act of 1950, under which various metals are stockpiled and a few still allocated. Rep. Emanuel Cellar (D., N.Y.) as a witness, urged that the W.O.C.'s be kicked out. The committee accepted an amendment by Sen. Wayne Morse (D., Ore.) to deprive them of their jobs of chiefs, whether of bureaus, divisions or sections. A little later, Sen. John J. Williams (R., Del.)



Some sales executives must feel like the farmer who, when offered a book on "BETTER FARMING," said "Heck, I haven't even got time to farm as well as I know how to now!"

So maybe there's some merit in the thought that the busy sales executive might be able to get *better* results out of the time he's got by putting the practitioners of "Ditch-Digging" Advertising on his team . . .

because "Ditch-Digging" Advertising procedures can help reduce the guesswork that sometimes impairs results. Like this:

1. We find out the viewpoints, prejudices, and confusions that cloak your product in the minds of your potential customers. We find out why your customers and prospects feel as they do.

2. Then, and only then, we determine the best advertising approaches and appeals best calculated to improve the viewpoints and reduce the confusions that obstruct low-cost selling.

This agency is equipped to work with any sales executive who wants to make sure his advertising theme is right, but doesn't have time to do it himself! If you'd like to see how "Ditch-Digging" Advertising procedures have done this for other sales executives, just let us know where and when.

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"EXPERIENCED IN THE REDUCTION OF GUESSWORK IN ADVERTISING & SELLING"

# **Building Market Boom Continues**Despite Decline in Housing Starts

Editors of Practical Builder, leading building trade publication advise building material and equipment manufacturers to consider non-residential building as well as remodeling when estimating 1956 Light Construction volume potential.

Reports that the fast home-building pace is slowing in various metropolitan cities across the country should not be construed as an indication that the great building boom is about to bust, according to Practical Builder, leading Light Construction Industry

magazine.

On the contrary, Practical Builder authorities point out, the current year is sure to wind up with the greatest light construction dollar volume of business in history. New residential dollar volume will equal or pass last year's record, while both non-residential light construction and remodeling volume seem sure to set

new records.

What about the home building dips, as reported from several metropolitan centers? These are merely reflections of the fact that the big "operative," "project" or "merchant" builders who formerly turned out great numbers of low cost homes in those areas have turned to more lucrative fields for their particular type of talent. As PB points out in Advertising Age for July 11, it is as fallacious to measure profit potential in the building industry by the "project" builders activity as it is to accept the "20% who do 80% of the nation's home building" theory.

#### New Homes Only 42% of Market

New residential construction, it must be emphasized, accounts for only 42% of the booming Light Construction market. Manufacturers must realize this fact and make their advertising and sales plans according-

lv.

Many project builders, for instance, such as Stackler & Frank, Long Island; American Community Builders, Chicago; Doelger & Stoneson, San Francisco; Julius Gaines, Miami; Al La Pierre, Seattle; Leslie Hill, Dallas; and others have turned their attention to non-residential building to meet a need for stores, schools and other commercial buildings.

And of utmost importance to the manufacturer of building materials and accessories is the fact that the conventional builder's business is continually increasing as families trade-up into homes of their own design and specification—larger, more modern and in neighborhoods of their more experienced choosing.

## A key to Industry's Future

For the manufacturer of building products and accessories, *Practical Builder's* editors see the future of the Light Construction industry somewhat as follows:

(1) Home building will continue at a brisk pace for some years to come,

all over America;

(2) the "project builder" will turn to more lucrative promotional fields, but his place will be taken by conventional builders, many of whom have done a lot of large-scale building during the new housing boom;

(3) builders will be doing a great deal more non-residential building particularly in connection with suburban home projects that need schools, stores and other commercial building;

(4) more professional building personnel will be available for much needed and desired remodeling and modernization projects; and,

(5) Manufacturers and their merchandising people, financiers, wholesalers, dealers and builders themselves must be alert to a shift in building market emphasis if they are to continue to profit in this division of the nation's economy, upon which our overall prosperity so largely depends.

For specific information about and factual data on the Light Construction Industry, write Industrial Publications, 5 South Wabash Avenue, Chicago 3, Illinois. Ask for "How to Sell the Builder," or "Why Today's Sales & Advertising Plans Must Include the Entire Light Construction Market."

made public the charges, relating to zinc, made by the Government Accounting Office against Howard I. Young. Representative Cellar was schouled to open new hearings in

While various Senators and Congressmen want to drive W.O.C.'s away, Dr. Arthur S. Flemming, who heads the Office of Defense Mobilization, tries to attract and to hold them. Flemming is building up what he calls a "reserve" of unpaid officials. Already, 50 have taken annual orientation courses and from time to time get special briefings on this or that. Perhaps with the purpose of holding them, Flemming gets them into secret operations: They took part in Operation Alert—the flight of top Government men, starting with the President, from make-believe H bombs.

Flemming would like every department to build up its own reserve corps. Such a venture does not come under the same criticisms as the routine staffing of the Commerce Department with W.O.C.'s.

### **Draw Paper Plans**

Commerce Department W.O.C.'s work mostly, though not entirely, at paper plans for industrial mobilization. While they hold Government office, they won't talk for quotation. They ask how a man without industrial experience could possibly do their work.

- 1. Many Senators and Congressmen are convinced that a man works for the company that sends him checks even after he has taken the oath of Government office. Each time the subject comes up there's a rapid search for examples. The latest was an accusation by Comptroller General Joseph Campbell, who passes on Government payments, against Howard I. Young, president, American Zinc Lead & Smelting Co. During the Korean war, Campbell charged, Young threw some Government cash to a subsidiary of his company against the advice of Interior Department experts, who had insisted that zinc no longer was scarce. To emphasize its criticism, the General Accounting Office went to the trouble of checking American Zinc's SEC forms: They found that Young drew almost \$80,000 a year in salary, fees, com-missions and bonus while holding the post of Deputy Administrator of the Defense Materials Procurement Agency.
- 2. Congressmen, especially those who've made careers out of champion-



Says a Wisconsin advertiser (name on request):

"Inquiries from your publication have been very good;
and we feel PB is one of the better investments we
have made in budgeting our advertising dollar."

# PB gives you ALL the builders...ALL the market

Obviously, Practical Builder gives you a selective audience: an audience made up of builders. But it also gives you an effective audience: an audience made up of ALL the builders who count in the light construction industry. That means, of course, big builders who do some of the building...plus the "average" builders who do most of it...including remodeling and repair. That makes PB a Plus Book in any man's dollar-language, That's why you buy all when you buy pructical builder All the builders, all the market! So why settle for less? After all, you're paying for it, Mr. Advertiser...why not get it? PB offers you the largest builder-circulation, the largest builder-readership, the largest builder-buyership. And all at the lowest cost! Yessir, PB is your Plus Buy...by far!





High school grads-39%

of the people who were graduated from high school, and now live in New York City & suburbs

are News readers-

an informative item, disclosed in the best and most comprehensive market-media study ever shown of the New York metropolitan market and its newspapers—

Profile of the millions

... based on 10,349 personal interviews, made last Fall in Greater New York by W. R. Simmons & Associates Research, Inc. Visual presentation of the study shown by appointment only. Ask any New York News office.

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Frozen fruit juice-40%

of the women in New York City & suburbs, who served frozen fruit juice in past month

are News readers-

the majority buyers in the New York market of coffee, cereals, canned meat, cold drinks, bread, frozen fruit juices, ice cream... and the largest customers for toiletries, apparel, furnishings... as you'll see in this significant readership study

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ing Small Business, dislike putting anybody from a large company behind a Government desk. Vaguely they'll tell you that he "adheres to a Big Business philosophy." This point is raised frequently against several Cabinet members.

- 3. It's supposed that during his sixmonth stay in Washington, a businessman comes upon opportunities, otherwise undiscovered, to violate the antitrust laws. Although the charge is repeated frequently, clear-cut examples are rare.
- 4. Lowering his voice as if he feared being overhead, a career Government man will tell you that these visiting executives, whatever their business talents, don't perform. This complaint comes most of all from men in the Commerce Department, where W.O.C.'s replaced the civil service in top jobs. A displaced division chief is most indignant when he learns that he's expected to be grateful for the demotion: he can learn so much from his successive bosses. "As a matter of fact, I do all the teaching and some of them don't learn easily."

5. Congressmen who concede that businessmen are needed during wars think that the civil service, with occasional outside advice, can handle all of the Government's work now.

It's not to be supposed either that the appointment of unpaid businessmen is peculiar to a Republican Administration or that criticism is nothing more than Democratic politics. The Truman Committee continually investigated the dollar-a-year men who ran the War Production Board, Office of Price Administration and other World War II agencies. Under Representative Cellar, the House Judiciary Committee investigated the W.O.C.'s at the National Production Administration, Office of Price Stabilization and other agencies created during the Korean war.

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copyrighted brochure serves as an authentic yard-stick for a comparison of your company's actual sales in each of the 233 markets; helps you plan your advertising and promotional efforts in specific markets based on 1954 sales estimates; and furnishes the sales-volume information needed in making decisions affecting new district offices, distribution points and factory locations.

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# Coming Soon: Life Annuities Based on Value of Common Stocks

Prudential Insurance is pressing for the legal right to issue a new kind of policy which will pay off on the rise or fall in earnings and values of common stocks—instead of a flat sum. Who are logical prospects? Moderate risk-takers.

# BY ROBERT B. MITCHELL\*

The variable annuity, designed to pay an income which you can't outlive and which keeps pace with cost-of-living changes, may be legalized with enactment of a bill now before the New Jersey legislature, reconvening August 8 after having been in recess since early June.

The Prudential Insurance Company of America, Newark, N. J., and other backers of the bill may not press for enactment at this particular moment because the legislature is coming back into session to discuss the critical water supply problem. But there is no lack of interest by Prudential and other backers and they

will seek action by early fall at the latest.

#### Who'll Be First?

It could be that Prudential won't be the first to issue variable annuities to the general public. A new company, for example, could be formed under insurance laws in many states and licensed to sell only variable annuities. Such a company would not have the problem of segregating variable annuity assets from regular insurance and annuity assets. It is this requirement which has caused Prudential to press so hard for a change in the New Jersey insurance legislation.

What's back of the agitation for an annuity that pays a varying income instead of an agreed number of dolars? Mainly it's inflation: That jolted a lot of people into realizing that the number of dollars matters less than what the dollars will buy.

The variable annuity pays each recipient his share of the earnings and appreciation of the common stocks and other equity investments on which the annuity is based. With its connotation of instability and fickleness, "variable" is hardly the happiest choice of adjectives from a sales point of view. But nobody has come up with a better tag, so "variable annuity" seems destined to be the product's name.

Principle behind it is that when living costs are high, so are dividends on common stocks; when times are bad, dividends are likely to be smaller — perhaps non-existent on some stocks — but living costs are down, too.

#### Income You Can't Outline

"That's the principle I follow now by investing in stocks and in mutual fund shares," you may say. Sure you do. But what the variable annuity does is to link up the diversified stock ownership you get in a mutual fund with the income-you-can't-outlive feature of the regular annuity, plus a higher rate of return because, as in the regular annuity, some of each payment you get in your variable annuity represents return of principal.

It's true that you can't outlive an annuity and it pays you more than it earns in interest because part of each payment is principal. But if you've ever wondered about your own postretirement income, you'll know why the world's largest insurance company, Metropolitan Life, sold only 184 individual annuities in 1954. The regular annuity, based almost entirely on fixed-income securities like bonds and mortgages, earns such a modest rate that even though the monthly checks you get are part principal, the over-all yield is depressingly small. And worst of all, there's the steady long-term upward trend in prices to worry about. The number of dollars you receive each month after you retire is only part of the story. It's what you can buy with them in the way of meat and potatoes that really counts. A lot of folks who retired 10 or 15 years ago on what then was a livable income are having a rough time today. Most people looking ahead to age 65 don't want to gamble with their post-retirement eating money. If it could be arranged, they'd rather have an income with a guaranteed purchasing power. The number of dollars doesn't really matter.

The variable annuity doesn't guarantee purchasing power but, when combined with a regular annuity, shows more promise of keeping pace with the ups and downs of living costs than anything thus far devised.

It's obvious why the variable annuity varies, but what makes it operate like an annuity? Here is the way President Carrol M. Shanks of The Prudential Insurance Company of America, Newark, N. J., explained it at a recent hearing on three variable annuity bills Prudential is backing in the New Jersey legislature: Suppose you have a variable annuity calling for a \$500 annual payment during the time you are paying your money to the insurance company. What you are buying is not a fixed number of dollars of retirement income but a specified number of "units" of income, representing your share in the earnings of the company's variable contract account assets.

## **How Annuity Works**

The \$500 payment you make this year might buy 50 units. Your \$500 might buy 45 units next year and it might buy 60 units in 1957. The changing number of units bought with each year's payment would reflect fluctuations in the value of the assets in the variable contract account.

What happens when you retire? At age 65 you might have accumulated a total of 1,200 units. Your annuity contract might provide that you may take your retirement income either as a fixed-dollar annuity or as a variable annuity.

If you choose the standard guaranteed-dollar form of annuity, the insurance company, in effect, cashes in your share of the variable contract account assets. It uses this money to

<sup>&</sup>lt;sup>o</sup>Mitchell is executive editor, The National Underwriter Life Insurance Edition, with editorial offices in New York City.



Mr. Vincent Sillitta, Traffic Manager of Clarostat Mfg. Co., Inc., discloses

# "How this guided missile gets there on time!"

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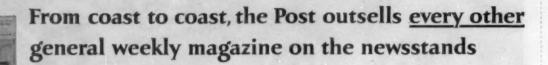
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That's why single-copy sales figures are of special interest to advertising men. They show what people read. Here are the latest from the ABC.

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# "Here's the ruggedest vacation trip I ever heard of!"

says BILL FITZSIMMONS, Account Executive, Benton & Bowles, N. Y.

"They fly you deep into Idaho's wilderness. They seat you in a surplus Navy rubber assault boat. Then it's five days down a roaring chute of white water-the Middle Fork of the Salmon River. Sounds suicidal? It used to be. Even the Indians called it The River of No Return.' Yet recently 140 dudes have made the trip, and they haven't lost one yet!"

For the eyewitness story - with full-color photos - read "He Tamed Our Wildest Rapids" by Andrew Hamilton.

In all, 8 articles, 4 short stories and 2 serials, in the July 30 issue of The Saturday Evening Post.



buy you a fixed-dollar type of annuity from its regular annuity department. If there's been an over-all rise in prosperity since you started your annuity accumulations, your share of the variable account assets will presumably be bigger than if you'd put \$500 a year in a regular annuity. If there's been a severe recession, you might be worse off.

If you take the fixed-dollar option when you retire, you'll be betting that from then on the dollar's buying power won't shrink enough to hurt you. And of course you'll be in fine shape if there should be a downtrend

in prices.

But let's say you're enough of an optimist to believe the economy is going to go on expanding, with consequent higher prices - or you're enough of a pessimist to believe that if there should be bad times the Government will turn to inflationary measures to restore prosperity, as it has in the past. In that case you choose to continue on the variable income basis.

## Prudential's Ideas

Again using Shanks' figures, your 1,200 variable annuity units might entitle you to an annuity of 100 units a year. This might result in your getting variable annuity payments in your first year of retirement amounting to \$1,000. In the second year, your 100 units might yield \$1,100. In the third year those 100 units might be good for only \$900. It would all depend on the earnings of the variable contract account.

If you're a follower of stock market trends, it may have occurred to you that stock market prices have been known to vary much more violently than the cost of living. Admittedly, this would be fine when business is booming the way it is today. But suppose there's anything from a mild recession to a major depression. Income from stocks might

be cut to a trickle.

The answer is to put half your retirement annuity accumulations into a variable annuity and the other half into a regular, guaranteed-dollar annuity. That may sound like an offhand, slap-dash formula for meeting the problem. Actually, it is based on observations made by Teachers Insurance and Annuity Association covering the last 50 years. This was done in developing the Teachers affiliate, College Retirement Equities Fund (CREF), which is the prototype of variable annuities.

The 50-50 division results in income that should keep remarkably close to changes in the cost of living. True, the future may not follow the pattern of the past but nobody has found a demonstrably superior method for matching future income to future living costs. The half-and-half annuity combination shows promise of coming much closer to living cost variations than the fixed-dollar annuity alone, the variable annuity alone, or for that matter any other kind of investment.

Unless you're a college teacher or staff member eligible for coverage under the Teachers CREF plan, or are employed by Long Island Lighting Corp.; The Chemstrand Corp.: Panagra (Pan American-Grace Airways, Inc.); Kidder, Peabody & Co.; Boeing Airplane Co., or the Carnegie Institute, you can't get a variable annuity today. Prudential is spearheading the drive to obtain the needed legislation if variable annuities are to be issued to the general public.

Prudential is a power in its home state of New Jersey. Its variable annuity has the blessing of New Jersey Insurance Commissioner Charles Howell. But the New Jersey Association of Life Underwriters, the agents' and managers' organization, is vigorously seeking delay in the enactment of the three bills Prudential needs. There is also determined opposition from mutual funds, securities dealers, and trust companies. They can readily understand the sales appeal of a variable annuity. Investment management plus the unique advantage of a non-outlivable income looms up as very tough competition indeed.

#### Agents' Opposition

The agents' opposition is harder to fathom. It appears to be based mainly on loyalty to the fixed-dollar guarantees in regular life insurance and annuity contracts. This group is proud of the life companies' record of meeting these obligations. Having seen some insurers' estimates of future dividends fail of realization during the depression years, quite a few agents fear what their more imaginative brethren could do in painting rosy pictures of common stock earnings.

Nobody denies this danger but variable annuity advocates point out that state legislatures and insurance departments need only exert their authority to hold such abuses to an in-

nocuous minimum.

What the agents who oppose the variable annuity seem to overlook is the fact that meeting dollar guarantees is all very laudable but the important thing is what the dollars will buy, since even the crispest, new-



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I'd like to see some of your ideas -

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Programs • Plans • Visual Methods for Sales Presentations, Training and Merchandising est bills are not very nutritious. Few agents have been in the business long enough to have had the unpleasant experience of seeing their former clients struggling to get by on income from a retirement policy which looked adequate when it was bought 15 or 20 years earlier, but which is only about half-adequate now.

The struggle over the right to issue the variable annuity is no small-time affair. It's a real battle of the titans, for Metropolitan, the only insurance company bigger than Prudential, is just as strongly against this new type of contract as Prudential is for it.

Prudential's view, as expressed by President Shanks at the New Jersey legislative hearing, is that the variable annuity is by no means dependent for its justification on a prediction of further inflation.

The attractiveness of stocks in a retirement program is tied to the expanding economy, which is something to be expected and hoped for whether or not the value of the dollar goes down," he said. "It is a fact, however, that between 1900 and 1950 the price level rose an average of 2% a year. While the more sensational spurts of inflation have taken place in wartime, there have also been marked changes in the value of the dollar in peacetime. This is more likely to be true in the future because it would appear that whatever party is in office, a major depression will be politically unthinkable, and inflationary steps are the obvious approach for governmental efforts to try to maintain full employment.

#### **Built-in Inflation**

"Just recently the government in Canada announced that, in view of some economic slackening, deficit spending was being instituted as a national policy. Economists have pointed out certain 'built-in' inflationary factors in our economy, such as full-employment policies, wage increase pressures and escalator agreements, parity prices, Federal budget deficits, low interest rates, easy terms for home financing and easy money policies generally."

Prudential is interested in the sale of variable annuities not only to individuals but also as "group" coverage to employers who want to provide retirement plans which permit keying income to living costs. Retirement plans funded through trust companies have been making heavy inroads into life companies' sale of retirement plans to corporations. Prudential sees in the variable an-

nuity a way of reversing this trend by offering the same freedom of investment as a trust company plus the life income feature that only a life insurance company can guarantee.

It's unusual to find the two largest life insurance companies on opposite sides of so important a question as whether or not life companies should be permitted to issue the variable annuity. Distrust of common stock investments is a long-standing Metropolitan tradition. Metropolitan owns only about \$22 million of common stock. That may sound like quite a chunk but it's only about two-tenths of 1% of Metropolitan's \$13 billion or so of assets.

In a recent interview by J. A. Livingston, syndicated financial writer, President Frederic W. Ecker of Metropolitan was quoted as saying he didn't want to be answering letters from Metropolitan policyholders complaining, "Last year you paid me \$100 a week. Now you're only paying me \$80 a week. How come?"

"I'd feel uncomfortable," Ecker told Livingston. "The Metropolitan would feel uncomfortable."

## Forget the Drop?

It's true that perhaps the greatest source of concern about the variable annuity is that people who've put their money into it will forget that stock prices and earnings can fluctuate down as well as up. People are accustomed to thinking of a dollar as a dollar, in spite of considerable variation in what it will buy. Unless they take the trouble to understand the variable annuity when it is explained to them, they are likely to be dismayed when income starts declining, even though they can buy just as much with the fewer dollars they'll receive.

Some critics of the variable annuity say it's all right for college teachers, who are presumably smart enough to understand how the variable annuity works, but there'll be a bad reaction from the general public during the first recession, if they're allowed to buy these contracts. However, the variable annuity's proponents are fully aware of this danger. Certainly every precaution will be taken to make sure that the buyer understands that there's another direction to vary in besides up.

What are the chances that you'll be able to buy a variable annuity befor you retire? Favorable, particularly if the present high level of prosperity continues, making common stocks look good as a basis for annuity investments. Bonds and other

fixed-income securities have serious drawbacks as a foundation for a retirement program: An annuity based thereon cannot appreciate to keep pace with inflated living costs. Yet annuities based on these investments are the only ones now available to the general public.

If there is to be an annuity based on stocks, the life insurance companies are its logical purveyors. They only are empowered to sell contracts involving life contingencies. Advocates of the variable annuity seem to be in a much stronger position than those who oppose it, even though the opponents are making effective use of

delaying tactics.

The proponents' strength lies in the fact that all they want is permission to issue a contract for which a large section of the public has indicated a need. Nobody is seeking legislation that would force Metropolitan Life or any other company that shuns the variable annuity to issue it. The variable annuity's enemies are thus forced into the position of saying that because they dislike it and distrust it, no insurance company should be permitted to sell it.

#### Convert Your Insurance?

Could the variable annuity principle be applied to your life insurance? There's not the same urgent need, because if you find inflation has cut into the buying power of your life insurance, you can buy some more -if you're still insurable. But the variable income feature could be utilized. There's an option in the usual life insurance policy permitting you to convert its cash value into a life income for yourself. Or, in reduced amount, it can pay you or your wife as long as either lives. The variable annuity principle could be used for enough of the available money so that the variable portion together with the fixed-dollar portion would produce an income much more closely geared to living costs than would the fixed-dollar annuity option or the variable plan alone.

Proceeds payable on a policy-holder's death could utilize the variable annuity principle, too, though certain factors make it less simple than the straight annuity.

So the next time you tell a life insurance agent you're not interested in life insurance or annuities because you want an investment that hedges against inflation, you may find he has the answer right in his brief case.

The End



NATIONAL FOLDING BOX

OPPICES: CHRYSLER BUILDING, NEW YORK 17. N.Y.: NEW HAVEN AND VERSAILLES, CONN.: BOGOTA, N.J.:
BOSTON AND PALMER, MASS.: STEUBENVILLE, ONIO: PHILADELPHIA AND PITTSBURGH, PA.

POLIDING SOX PLANTS: DOGOTA, N.J.; REW HAYER AND VERSAILLES, CONN: PALMER, MASS.; STEUSENVILLE, ONIC; PITTSBURGH, PA.
PAPER BOARD MILLS: BOGOTA, N.J.; REW HAYER MONTVILLE AND VERSAILLES. CONN.: BEADING. PA.: STEUSENVILLE, O. WHITE NALL MB.



FONDA TACKLES ALL PROBLEMS AT ONCE: Paper plates were given high-style design. They were water- and even gravy-proofed. They were packaged and labeled for

impulse purchase in super markets. And they were priced psychologically with a figure ending in 9. Examples: 19 cents and 59 cents.

# **Now Paper Plates Come to Dinner**

It may not be long before millions of us are eating our regular meals from paper plates—and liking it. Behind the popularity is the new management of once-little Fonda.

#### BY ETNA M. KELLEY

Paper plate retail volume leaps up sharply year by year, and now totals \$25 million. "But the surface of the market has scarcely been scratched," says T. C. E. Ecclesine, vice-president, Standard Packaging Corp. Its Fonda Container Company Division has climbed into the ranks of the industry's top three within the last three years.

If the prospect of eating from paper plates disturbs you, reflect on these points:

these points:
1. Paper plates are better styled and more attractive than in the past. They are sturdier—some are "porcelanized," waterproof, even gravyproof. Manufacturers are working diligently to improve them further.

Mom likes them because they solve problems of dishwashing, breakage and noise at mealtimes.

3. They are in tune with our times

-well suited to outdoor, porch, backyard and TV dining.

Fonda's strengthened sales position was earned through careful analysis of the market, of buying habits and distribution patterns. (It was in 1952 that Standard Packaging Corp. acquired Fonda, and moved the organization from Fonda, N. Y., to St. Albans. Vt.)

Twelve years ago there were only two major markets for paper plates: hot dog stands and roadstands, and consumers who bought for special occasions such as birthdays, St. Valentine's Day, St. Patrick's Day.

The special-occasion market was still the dominant one when Fonda became a part of Standard Packaging. The management realized from the start that to build volume, the product must be lifted out of this restrictive class, Quickest way was through

chain store distribution. That sounds simple, but it required a great deal of study and work.

Fonda reasoned that women would be willing to buy, as impulse items, attractively styled paper plates that harmonize with standard silver, linen, and other table appointments. But impulse items must be conspicuously displayed. Therein lay the problem.

Paper plates are usually offered, cellophane-wrapped, in sets. An attractive pattern has display value and helps sales, if the plates are stood on end. But they are as difficult to stand on end as a silver dollar.

Fonda's first answer to this puzzler was to provide stores with wire racks. It turned out that a lot of other merchandise got into the racks in addition to — and instead of — the plates.

So the company employed King-Casey, Inc., industrial designers, who studied every phase of super market merchandising and came up with a number of helpful ideas. To solve the display problem, they developed an easel display base with a two-way label, useful whether the packaged plates are stacked vertically (for best results) or horizontally.

Copy on the easel-type display was

# AKRON BEACON JOURN

# GIVES YOU COMPLETE COVERAGE IN **AKRON'S BILLION DOLLAR PLUS MARKET**

Akron's One Billion Forty Million Dollar Market is served by only ONE powerful newspaper - the Akron Beacon Journal. You get complete coverage of this fertile market at one low cost either Evening or Sunday. R-O-P color available in all issues.

ONE LOW RATE

CIRCULATION Evening, 155,154 Evening or Sunday Sunday, 162,175

**POPULATION** 

Metro. Area, 446,100 Ret. Tr. Area, 578,300

# **AKRON BEACON JOURNAL**

STORY, BROOKS & FINLEY, REPRESENTATIVES - JOHN S. KNIGHT, PUBLISHER



# Not just during the Holiday Season ....

but all through the year, give memo books to your customers—distribute them at meetings, conventions and your trade shows. Have your salesmen give them out on their calls or insert them with your mail.

With your ad gold-stamped on the front cover and additional advertising copy printed on the inside of the cover, these memo books put your name right in the hands of the people you want to remember you.

Available in various colors and grains of genuine and imitation leather. Tell us how many you can use and we'll send a sample and give you full cost information by return mail.

# ADVERTISING CORPORATION OF AMERICA

Manufacturers Easthampton, Mass. OFFICES IN NEW YORK CHICAGO . PHILADELPHIA

purposely kept simple: the Fonda name, number of plates in the package, style name ("Notty Pine," "Rainbow Plaid," etc.) and a space for the retail price. This last feature won enthusiastic dealer approval. When the shipping case is opened, price spaces are in a row, face up. The stacked packages can all be priced in a few seconds with a rubber stamp.

Another time-saver is the easyopening feature of the carton. There is a semi-elliptical opening on each half of the top lid into which the fingers may be inserted to lift the lid. The paper-tape sealer for the top of the case is on the inside of the lid; this also facilitates opening.

The shipping carton was designed in accordance with specifications recommended by food distributor associations. Quantity is shown in unit numbers on each end, with sizes, packages per case, and count per package all in bold type.

Super market operators, who think in terms of seconds saved, are impressed by the claim that this type of carton saves 28 seconds per case, from stockroom to shelf, or 20 hours per carload; at \$1.50 per hour, the saving is substantial.

The make-it-easy policy also applies to the arrangement of the price list. Biggest improvement is reduction of number of items from 150 a few years ago to 33 two years ago, 24 last year, 18 this year—and, management hopes, 10 next year. Reduction of unit packages was achieved by increasing the number of plates in packages. There are two plate sizes, seven-inch (snack) and nine-inch (dinner).

Current version of the price list has not only the advantage of a smaller number of items offered, but illustrations and graphic devices, wherever feasible, instead of columns of figures. The page devoted to the nine-inch plates show in four colors, the six designs offered; lined up in a row, beside each design, are blue seal-like emblems shaped like the easel labels supplied with the plates. On each of these is the item number in white; in black ink, the number of packages per case, number of plates per package, and the price per case.

## "Visual" Lists

Another advantage of the price list is that it indicates suggested retail prices by a line of tag-shaped emblems in red with white figures. With such a "visual" list the purchasing agent sees at a glance, for example, that the Guest Quality (middle range) Rainbow Plaid plates are available in cartons of two sizes, one containing 12 packages of 36-count plates; the other, 24 of 16-count packages. Another Guest Quality item, Party Pastel, is available in one shipping unit only, 48 packages each holding eight plates. This kind of price list saves not only the purchasing agent's time, but that of the salesman.

How does Fonda know what to eliminate from its line? The statistical department keeps detailed IBM records, taken off invoices weekly and recapitulated by account name, territory, sales agency, items, style and price. By consulting these records, management knows exactly what is selling. Pertinent information is relayed to branch offices and salesmen, with recommendations from the sales manager. Management closely watches distribution trends. Such studies have shown that 70% of sales come from five packages; also that display rather than price is the important factor influencing purchases. Another surprising discovery: Women show less resistance to the 36- or 50-unit



#### **Definition of Merchandising**

"Merchandising is strategic action taken to sell the greatest quantity of product at a price that will produce maximum gross profit dollars. The action involves the selection of the right product, moving it in the right quantity, to the right place, at the right price, at the right time."

—C. E. Armstrong, General Manager of Merchandising, The Kroger Company

package than to one containing only a dozen plates. Once a large-count package has been bought, the consumer will use the plates—and this tends to be habit-forming, leads to repeat sales.

Fonda gave careful thought to the pricing structure it recommended to dealers. Suggested retail prices are based on the findings of a study of psychological pricing by the Charles W. Hoyt Co. Popularity of prices ending in the digit 9, as revealed by Hoyt's study, led to Fonda's recommendation of five prices ending in this figure (59 cents, 19 cents, etc.) in a total of nine.

Fonda sells its paper plates through brokers, paper jobbers, and directly to department stores and chain super market buying offices. The systems evolved for getting the line into super markets apply to other outlets.

To help the salesmen of the various distribution outlets, the firm has prepared a loose-leaf "Fonda Sales Planner," which describes the built-in display label; calls attention to the visual price sheet; mentions the availability of plates in new designs, of rigid construction, cites their resistance to moisture and other salient points.

The Planner also gives reasons for the mounting popularity of paper plates. For instance, a chart shows that in three years there were increases, respectively, of 86%, 64% and 135% in sales of such "convenience items" as instant dessert,

frozen orange concentrate, cake mixes, instant coffee and canned meat—all analagous, in a sense, to labor-saving paper plates.

Another chart demonstrates the accelerating pace of paper plate sales (42% increase in 1954 over 1953. Fonda's own growth outstrips that of the industry, its sales having increased elevenfold in three years.) Another section of the Planner offers suggestions for related-item promotions, seasonal and other merchandising opportunities. The profit margin on plates (28% against an over-all

margin of 18%) is stressed.

Fonda's sales are directed from headquarters in St. Albans by Edwin F. Miles, vice-president. O. R. Capen is sales manager for the West Coast. Ecclesine was until recently vice-president and general manager of Fonda Container Co.

The company is advertising the plates in publications directed to chain stores and store distributors, and in the paper and paper products field. Direct mail is also used. Fred Gardner Co., Inc., New York, is the agency.

# YOU TELL 'EM WHAT TO BUY...



you a copy of our latest folder.

AUGUST 1, 1955



# It's a FIXED race

# in the land where TV means "taint-visible"

NO doubt about it, radio's a sure thing in Big Aggie land. 660,950 families are staunch radio fans in the rich, 5-state Great Upper Missouri Valley. TV stands for "taint-visible" in Big Aggie Land; and no one newspaper can stride this wide land day by day like radio. And far in the lead by several lengths is WNAX-570. So whatever media you consider in other markets, there's only one low-cost, high-return way to get your share of the \$2.8 billion buying income in Big Aggie Land - and that is WNAX-570.



# **WNAX-570**

Yankton, South Dakota

A Cowles station. Under the same management as KVTV, Channel 9, Siaux City: towa's second largest market. Don D. Sullivan, Advertising Director

CBS Radio

Represented by the Katz Agency

# Judson Sayre Norge Sales

#### The News:

lst 6 Mo. 1955 \$62,900,000 lst 6 Mo. 1954 \$31,800,000

## Sayre's Forecast:

All of 1955 \$120,000,000 (All of 1954 \$74,000,000)

August 1—today—marks the 30th year of Judson S. Sayre in the appliance business. And in his 30th year, the fabulous merchandiser Jud Sayre is having his best year, with an old company, Norge, that is having its best sales year.

Judson Sayre is president, Norge Division, Borg-Warner Corp., Chicago, a job he came out of retirement to take. But his friends are not surprised at Norge's new showing this year because they recall the spectacular success Jud Sayre enjoyed as president, 1936-51, at Bendix Home Appliances, Inc., now a part of Avco Manufacturing Co. (Crosley & Bendix Home Appliance divisions).

"I like to feel," says Sayre on his 30th anniversary, "that the appliance business could give me another 30 years." This has been a good year for Sayre. Norge sales in the first six months amounted to \$62,900,000. Sales in the first six months of 1954: \$31,800,000. The 1955 goal: \$120,000,000 vs. 1954 sales of \$74,000,000.

#### Started as Salesman

Sayre, who started with Kelvinator in Detroit as a refrigerator salesman in 1925, says today: "This is a good business, one that is unmatched in sheer excitement. Just imagine, more than 1,200,000 homes will be started this year. Employment is at a record high. Rarely do we hear of a distributor going out of business, and the dealer mortality is surprisingly low in comparison with other industries.

"On top of these facts," declares Sayre, "people have money today. In 1925, sometimes we could sell the idea but it was impossible to obtain money to close the sale."

What will 1955 bring? Satura-

# Doubles in 1955



tion? "Impossible!" exclaims Sayre with his emphasis expressed in typical cuss words. "The strength of this business is its ability to expand its markets. Where did you find appliances 30 years ago? Why, in the back of the kitchen or hidden away in the basement. Now these appliances stand in all their gleaming beauty up front in the kitchen, in a spanking new laundry, or in another prominent location."

#### A Worthwhile Goal

Would Sayre go into appliances if he were starting fresh? Says he: "In 30 years we've experienced two wars, take-it-away-from-me selling, tough selling, price-cutting, bully-boy tactics—and yet, a place in the appliance business is a worthwhile goal for every businessman.

"In 1925, when I started," recalls Sayre, "even we would have been incredulous if told that the industry would sell 15,000,000 major appliances in 1955. In 30 years the major appliance has progressed from a novelty to a necessity. Right now the total of working ranges, refrigerators, washers, clothes dryers, freezers and water heaters outnumbers the population of the United States by some 10,000,000."

Sayre has introduced many a new product and this year he launched a new idea in management development:

"I predict the expression, 'I didn't raise my boy to be a salesman' will, undoubtedly, be changed to, 'I raised my boy to be a salesman so he would become a president.'"



# Home Owners-40%

of all the people (15 years and older) living in New York City & suburbs, in family owned homes

# are News readers-

Daily News readers aggregate 4,780,000, are majority buyers and prospects in the metropolitan market. See data on all New York City newspaper readers in

# Profile of the millions

based on 10,349 personal interviews in New York City & suburbs, by W. R. Simmons & Associates Research, Inc. A summary is presented visually, by appointment only. Ask to see it. Call any New York News office.

(Copyright 1955 by News Syndicate Co., Inc.)



# Instant Coffee - 30%

of the women (15 years and older) in New York City & suburbs, who served instant coffee in the past month

# are News readers-

The 2,290,000 women readers of the Daily News buy most of the frozen fruit juice and vegetables, cereals, bread, soft drinks, tea, ice cream, soaps and detergents ..., have most of the market's homes, babies, and families. You'll find new significant data for your New York advertising program and problems in

# Profile of the millions

a most authoritative survey, presented visually by appointment only. Inquire any New York News office.

(Copyright 1955 by News Syndicate Co., Inc.)

# Photos Tell the Story As Words Seldom Can

Patent Scaffolding employs job-site pictures in its advertising—showing prospects the versatility of its products in specific uses. Copy is short. Literal-minded, practical builders stop, look and order.

## BY EDWIN J. BEINECKE, JR.

Vice-President in Charge of Sales The Patent Scaffolding Co., Inc.\*

On-the-job photographs, sometimes with less human interest than the above, but always pertinent to our sales story, are the main feature of our advertising. We use them in tested editorial format.

Our photo-ads are true sales tools. The salesmen arrange to have photographs taken on the job and they provide the traditional who-what-when-where-how information to accompany them. Our salesmen like to see the names of their customers in print and they appreciate that a good photograph shows clearly the elements of interest to their prospects.

Our company's products are chiefly in the form of structural steel, such as scaffolding and ladders, and concrete shoring for use on industrial and other large construction jobs. Our sales force consists of 20 district managers, each with from one to eight men under him, and the staffs of 150 distributors.

We could not expect our own salesmen, much less the distributor staff, to carry samples with them: strips and bars of steel in hundreds of different lengths, thicknesses and widths. What sales tools could we give them?

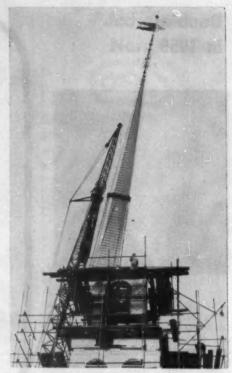
We answered this by letting our advertisements carry much of the burden of selling, not so much in descriptions of the products, but in examples of product uses.

At any given time our scaffolding and shoring figure in a variety of major construction jobs both in the U. S. and abroad. The more spectacular jobs we have participated in include erection of the Empire State Building and the famous repair job after an Army bomber crashed into its 78th and 79th floors in 1945. We also had a part in the construction of the trylon and perisphere for the New York World's Fair; erection of the Shamrock Hotel, Houston; construction of the world's three tallest chimneys, 721 feet high, at Madison, Ind.

Oscar H. Junggren, our advertising manager, and I prepare the onthe-job advertisements for use as sales tools. Our agency is Glenn, Jordan, Stoetzel, Inc., Chicago.

## **About the Author**

Edwin J. Beinecke, Jr., attended Brown University. He joined Manufacturers Trust Co. in 1934, migrated to the Spérry & Hutchinson Co. in 1937 and later served in the armed forces. In 1947 he became associated with The Patent Scaffolding Co.



WHO HASN'T HEARD of the Old North Church and the howling hurricane that blew down its steeple? Patent Scaffolding equipment put the steeple back up. Photos like this show variety of jobs scaffolding can do.

We sell the sizzle, not the steak. In other words, we try to show contractors exactly what our scaffolding can do for their workmen on the job, not necessarily what the complete installation looks like. For that reason we use a lot of close-ups. The company pays for having the photographs made. After all, we are primarily a service organization that not only manufactures, but sells, rents and, in some localities, also erects and dismantles scaffolding. Service is our most important product.

There is emphasis on safety in many of our advertisements—because this interests contractors. Everyone from our president, V. W. Meng, on down wants strict accuracy in our advertising. On-the-job photographs are not retouched. Members of the construction industry are literal-minded folk, averse to flights of fancy. People expect more of equipment than it is supposed to do, so we have to make it stronger than specifications call for. We go in for low-pressure selling. We believe in proving the product by its performance and the company by its service, rather than by knocking competitors.

<sup>\*</sup>Long Island City, N. Y.

# How to Eat Your Hat

Mostly, we produce good advertising. Quite often it is very good.

But occasionally we have a flop. Sometimes a campaign is not as successful as we had reason to expect it would be, or as the client has a right to expect it should be. Because we conduct a continuing study of advertising effectiveness, we usually know quickly when a campaign is not doing well.

When that happens, we tell the client immediately, even though he may have fallen in love with the campaign himself, or have been hearing flattering comments from his friends. We also tell him why we think it is not doing well, and recommend that it be discarded in favor of something more successful.

If it is obvious that a considerable time lag is inevitable before a new and better campaign can be started, we suggest that space be cancelled in the meantime. This makes our media friends and our controller very unhappy, and we are sometimes accused of bending over backwards to be noble.



That is not the case. We do not eat our hat out of nobility, nor because we think that humility is necessarily good for our corporate soul.

But we do believe—and very strongly—that confidence in our integrity as well as our ability is absolutely essential to the "partnership" relation we work hard to maintain with our clients.

They retain us to use, in their best interest, our skill and judgment as marketing specialists. But because skill and judgment are never infallible—and because it is their money we are spending—they have a right to expect us to be as honest in admitting failure as we are in claiming credit for success. Only when they know beyond any doubt that they can trust us in any situation—even when our own income is jeopardized—can we work together with the closeness of partners.

And that is the way we want to work with clients. When there is the give and take of real partnership, something good happens. There is a plus value in such relationships that makes both partners more productive than either could be alone, and that makes every advertising dollar work harder and more efficiently.

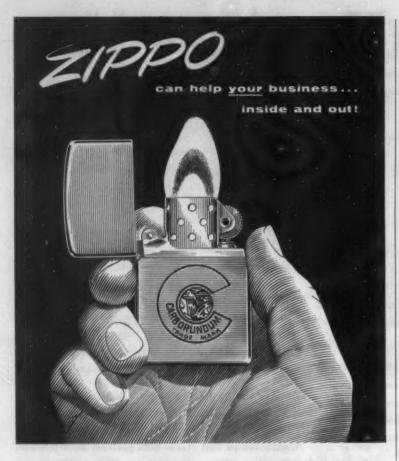
In the process of serving a wide variety of clients—several of them for more than a generation—we have had to eat our hat a number of times. Always we have done it with as much speed and grace as possible, knowing that while such a meal is never palatable, it is always seasoned with experience.

Marsteller, Rickard, Gebhardt and Reed, Inc.

ADVERTISING

NEW YORK . CHICAGO . PITTSBURGH

PUBLIC RELATIONS • BURSON-MARSTELLER ASSOCIATES INC.
MARKETING COUNSEL • MARSTELLER RESEARCH, INC.



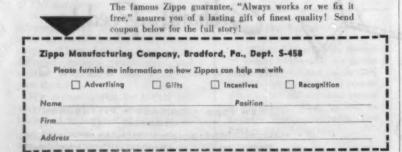
Zippo works with many firms, large and small. Here are some of the ways we can help you:

ADVERTISING! Your trademark, or message, on a Zippo gets frequency of impact for years! Costs less than 1¢ per week! The average user will light his Zippo-and see your name-73,000 times!

GIFTS! Quality Zippos in many gracious models for the full range of your gift giving!

INCENTIVES! Zippos spark interest in incentive and suggestion programs . . . and lasting stimulation for managers, salesmen, distributors, retailers and others. Any message can be engraved!

RECOGNITION! Say "Thanks for a job well done" with Service Recognition Zippos. Use the wide range of Zippo models to improve plant safety, commemorate anniversaries . . . banquets . . . sports events ... housewarmings ... any outstanding occasion.



There is a relationship between this and our practice of compensating Patent Scaffolding salesmen through salaries, not commissions. If they received commissions, some of them might, perhaps unconsciously, yield to the urge to oversell, which is not only contrary to general company policy, but to our policy in recommending the most efficient type of equipment for the contractor's specific job.

That our advertising program is right for us is attested by Readex scores. In 1953 our full-page advertisements in Construction Methods and Equipment won Readex scores ranging from 12% to 29%. At that time, conventional artwork and drawings were used. In 1954, after adopting the photo-journalistic technique, the average Readex score for 12 advertisements rose from 21% to 39%. Highest score was 61%. Three times during 1954 Patent Scaffolding advertisements in CM&E had the highest Readex score of any advertisements in the issue, regardless of size or use of color. Six times Patent Scaffolding advertisements had the highest score in their product classification, and twice the second highest.

#### Has Won Awards

The company also won the National Industrial Advertisers Association Topper Award (first prize) for 1955, in the "Corporate Sales under \$10 Million" category. Basic idea behind the award-winning advertisements: It's not so much what we in the company think of the advertisements, it's what the contractor-reader thinks. If he finds the advertisements interesting and helpful, we will be achieving our purpose.

The award was the direct result of cooperation among branch managers and salesmen, and the sales and ad-

vertising departments.

Advertising, in six- or 12-page schedules, appears in 20 national construction or subcontractor magazines; in 27 regional magazines and newspapers of the industry. Typical magazines are: Engineering News-Record, The Constructor, Contractors' Electrical Equipment, American Painter and Decorator, Southwest Builder and Contractor, Western Builder, California Plasterer, and Construction Methods and Equipment.

Much of the material is used in our company magazine, Scaffolding Methods. This is a four-page quarterly, a self-mailer, devoted to a pictoral review of up-to-date methods of using scaffolding profitably. It is distributed by the sales force and by mail to all general contractors and major The End

subcontractors.

# **RD Steps Up Selling**

# BY LAWRENCE M. HUGHES, Feature Editor

Even the Reader's Digest has come to realize that advertising must be sold.

Although advertisers have bought all the 32-pages-an-issue since the Digest's domestic edition first carried advertising last April, and 150 advertisers are signed for the first year, the magazine's executives will tell you confidentially that the list of those appearing in, say, the October issue may not be the same as those now signed for it.

In other words, the rich and rugged RD already has turnover.

To cure it the domestic Digest is going in for such proved remedies as research, promotion, personal selling and merchandising-the-advertising.

The first to be published (in 1922), the domestic edition was the last of the 29 Digests to carry advertising. Since 1941 the number of annual advertising pages in the foreign editions has climbed from 517 to 16,-498. Billings for all these editions in 1954 came to \$13.1 million. Their combined circulation has mounted to more than eight million. Advertising sales offices in New York and Chicago and 29 foreign cities—from Brussels to Buenos Aires, Cape Town to Copenhagen, Osaka to Oslo-have made the most of it.

#### Plan U. S. Sales Force

The experience and manpower on these editions are now being organized and applied to RD, U.S. Reader's Digest International Editions, Inc., an advertising and accounting setup for these editions, has been dissolved and its work taken over by the parent Reader's Digest Association, Inc.

Appointed advertising director for RDA is Fred D. Thompson, Jr. He will supervise advertising for all editions and will direct advertising for the U.S. edition. Each of several international editions will have "its own additional U.S. sales staff."

Later this year RD will open offices in Los Angeles and Detroit. The people assigned to all four domestic offices will sell both the U.S. and the international editions.

At this moment, however, RD, U.S., has only one full-time salesman -C. R. (Bob) Devine. The Digest seeks a half-dozen more. Of the first 250 applicants seen by personnel people, however, only 12 have been turned over to Thompson.

The qualities of the magazine and of its owners (DeWitt and his wife Lila Acheson Wallace), SM was told, must be reflected in the representatives. These have to do with integrity, humanity and "culture." The men chosen "will become 'partners' in the Digest group."

Until now advertising promotion for RD, U.S., has been limited to direct mail to advertisers and agencies. But a consistent campaign in sales-advertising publications and general news weeklies is in the works, and a later series may cover "vertical" publications in specific industries. These campaigns will be placed through J. Walter Thompson Co., which also handles advertising for the international editions. Batten, Barton, Durstine & Osborn, Inc., does circulation advertising for RD, U.S.

#### \$950,000 a Month

Meanwhile, U.S. advertising for the first five months has been just a bit short of a \$12-million-a-year clip. Gross revenue (minus 15% agency commission and 2% cash discount) comes to \$4,700,400—divided as follows: April, \$971,450; May, \$955,-400; June \$941,400; July, \$902,550;

August, \$929,600.

The 7% "summer slump" from April "peak" is due to a higher proportion of black-and-white ads. Rates range from \$26,500 a page b&w to \$31,000, four colors. This comes down to \$2.65 to \$3.10 a page a This comes thousand paid circulation.

All five issues have carried the limit of 32 advertising pages. These 160 pages (148 singles and six spreads) were placed by 81 advertisers. Half of all the insertions have been four-color. The spreads were taken by Chase & Sanborn coffee, G-E Telechron clocks, General Mills, Lennox Furnace, Revlon cosmetics and Socony-Mobil gasoline.

Other advertisers thus far range alphabetically from Adolph's meat tenderizer, Burbank, Cal., to Zenith electronic products, Chicago. The list includes automobiles (Chrysler, Ford, GM, Studebaker) and parts, several rubber companies, and such other transportation advertisers as Greyhound, United Airlines and Association of American Railroads (and Douglas Aircraft.) Other groups are

foods and food beverages, drugs and toiletries, business machines, writing materials, electric appliances and TV sets, chemicals, watches, mattresses, polishes and paper products, silverware, machine tools, prefab homes, life insurance, Book-of-the-Month-Club, Credit Union National Association, Eastman Kodak.

RD does not accept liquor, medicine and tobacco products. Other advertisers must buy space only in fullpage or spread units. They get no volume or continuity discounts, no can they buy "position" in the advertising sections-16 pages front and 16 pages back of book.

Although ads are rotated to give each advertiser a fair all-around readership chance, Fred Thompson explains, those which seem "most in the character of the magazine . . . will tend to get best positions."

Yet ads done in Digest editorial style must be clearly labeled advertisement. Some such are for Adolph's, American Railroads, Credit Union, Ethyl gasoline, G-E headlamps, Instant Postum, Mobilgas, National Homes, Py-O-My pie mix. Tender-leaf (advt.) tells of a "Torture Chamber for Tea..." and Sunkist: "Science delves deeper into the wonders of The World's Most Remarkable Fruit.'

While providing a productive medium for advertisers, the Digest faces the dual problem of not being regarded as a rival by other publications, from which it still reprints half of each issue, and of not alienating a tremendous readership.

#### Readers Like Ads

Other publications may be placated by the fact that of the 220 pages an issue today, only about 14% are advertising. To insure that readers would go along, RD surveyed them before and after advertising arrived.

Before seeing RD with ads, only 9% said that advertising would make the magazine more interesting: 41% thought less interesting; 7% pends" (on type and amount of advertising) and 43%, no difference.

After seeing RD with ads, 30%

found it more interesting, 12% less interesting, and 58% no difference.

A substantial number (30%) also found ads carried by RD to be "more interesting and informative" than those in other magazines.

Starch studies show little difference in average "noting" and "read most" among men and women, and between front and back positioning. Readership of four-color ads by both sexes is one-third higher than for b&w ads. RD people and their research con-





Sioux City, Iowa Serving Iowa's 2nd largest market

A Cowles Station. Under the same manayment as WNAX-570, Yankton, South Dakota in the land where radio reigns. Don Sullivan, Advertising Director.

#### COMING SOON

"Is It Time to Audit Your Management Practices?"

Here's a vital, timely article, in chart form, which lists the factors characteristic of superior management—as well as those of poor management. It's a tell-at-a-glance piece that will help you rate your management controls and start you on the road to improving them.

> Be sure to read it in SALES MANAGEMENT

sultants have put together a lot of data showing such things as a "primary readership," 18 years and older, of 9.1 million men and 11 million women; the higher the income and educational level, the wider the penetration. (By occupational groups, the Digest makes the deepest dent among "professionals, officials and proprietors," to 38.6% of total; "sales," 34.4%; "clerical," 29.8%.

The Digest gets itself read in more than two-fifths of all U.S. homes that boast dishwashers (electric), and does almost as well among the freezers and home mixers set. By city size its household penetration (and RD is bought by more than one-fifth of all U.S. households!) is deepest in those from 2,500 to 4,999 pop. It does all right in other city-pop. brackets, but drops to 12.7% of farm households.

The last formal count, a year ago, showed RD, U.S., selling 10,275,979 copies—divided between 8,668,662 mail and 1,607,317 single copy. Its current total paid distribution is more than 11 million.

RD uses SALES MANAGEMENT'S Survey of Buying Power data to compare its circulation by states with retail sales, buying income and population.

#### "Merchandising Aids"

You may get from Fred Thompson a list of the ways in which you can, use the Digest to help you sell. ("Reader's Digest Merchandising Aids.") Possibly on the plus side is the fact that should the magazine schedule an article "unfavorable" to you, RD will warn you and let you withdraw your advertising. On the other hand, you may not use "favorable editorial material . . . to 'sell' advertising."

The "aids," however, include "authorized logotypes," thumb-index copies of RD, gummed, arrow-shaped labels, tearsheets, reprints, cover folders, counter cards.

National Homes sends out copies with both thumb-index and arrow, which bears the line, "See your story on page 6." An arrow invites Sinclair oil dealers to read its first ad in RD. Borden tells the trade that "10 million ads like this sell Instant Starlac for you." . . . Lennox Furnaces sends out a preprint and invites dealers to write for tie-in materials. . . Among users of "easels" for dealers to display "as advertised in Reader's Digest," are G-E mixers, Studebaker and Watchmakers of Switzerland.

Fred Thompson will even write to dealers on RD's letterhead. The End

# Opportunity of a Lifetime!

CONSUMER PRODUCT ADVERTISERS—Now you can reach the readers of three great magazines for even less than the price of two. Sell the *whole* Countryside market, town and farm. Step up frequency, add color or enjoy larger space units with the money you save.

AGRICULTURAL PRODUCT ADVERTISERS—Now you can reach the farm audience of the *two* great national farm magazines for the price of one—step up frequency, add color or enjoy larger space units with the money you save.

As promised, even after new rates become effective, the purchase of COUNTRY GENTLEMAN by FARM JOURNAL and TOWN JOURNAL will mean more for less for advertisers through the elimination of duplication—by our getting the right magazines to the right people, town or farm.

But new rates will not take effect until February 1956 issues! In the meantime, for five big months, beginning with the September issues, FARM JOURNAL, TOWN JOURNAL—the COUNTRYSIDE UNIT—are the buys of a lifetime!

Just below and on the next two pages are a few examples of what current advertisers can do to take maximum advantage of this golden opportunity.

You belong in this picture, too!



AGRICULTURAL PRODUCT ADVERTISER STEPS UP SIZE OF SPACE IN PEAK MONTH — GETS MERCHANDISABILITY OF TWO GREAT NAMES WITH EACH INSERTION — HITS MAXIMUM AUDIENCE EACH MONTH — SAVES \$1150!

- September was this advertiser's peak month—he had scheduled 2/3 pages in both Farm Journal and Country Gentleman for September, Farm Journal October, Country Gentleman November, Farm Journal December—total cost \$25,900.
- NOW— Now he can buy a full page in FARM JOURNAL—COUNTRY GENTLEMAN for September, 2/3 pages October, November, December—total cost \$24,750!



#### WHAT WOULD YOU DO?

- Refere— A clock advertiser had a staggered schedule of three 1/3 page advertisements in Farm Journal and three 1/3 page advertisements in Country Gentleman to appear during September, October, November and December 1955—total space budget \$15,330.
- NOW— Four 1/3 pages in the Countryside Unit (Farm Journal —Country Gentleman and Town Journal) would cost only \$1,352 more—three would cost \$2,818.50 less!



FARM EQUIPMENT ADVERTISER BUYS A TWO-COLOR PAGE EVERY MONTH INSTEAD OF A STAGGERED SCHEDULE OF BLACK AND WHITE PAGES.

- Before This advertiser had scheduled one page black and white in Farm Journal, September, November and January; one page black and white Country Gentleman, September, October and December—total cost \$45,810.
- NOW— He can buy two-color pages in FARM JOURNAL—COUNTRY GENTLEMAN, every month, September, October, November, December and January.

  With earned volume discount, the total cost will be \$220 less than before!



#### DRUG PRODUCT ADVERTISER GETS EXTRA INSERTION IN PEAK SEASON - SAVES MONEY!

- Before— This advertiser had scheduled 1/3 pages in FARM JOURNAL, TOWN JOURNAL and COUNTRY GENTLEMAN for September and November issues—total cost \$13,061.
- NOW— For \$549.50 less this advertiser can buy his regular space units and reach the audience of all three magazines thrice instead of twice.



AUTOMOBILE MANUFACTURER REACHES MORE CAR BUYERS WITH FALL CAMPAIGN, SMASHES WITH SPREAD, AT NEW MODEL ANNOUNCEMENT TIME FOR ONLY \$3,810 MORE!

- This automobile manufacturer had scheduled a September Farm Journal four-color page; an October Country Gentleman four-color page and a four-color page in Farm Journal, Town Journal and Country Gentleman for new model announcement in November issues—total cost \$47,775.
- NOW— By using a four-color page in FARM JOURNAL in September; Town JOURNAL in October and a four-color spread in the COUNTRYSIDE UNIT in November, this advertiser can reach the total andience of these three magazines twice, retain his frequency pattern and use a four-color spread instead of a page for his new model announcement—all for only \$3.810 more.

#### CIRCULATION BONUS - CLOSE TO 1,500,000!

Save more, sell more with the COUNTRYSIDE UNIT—(FARM JOURNAL and TOWN JOURNAL). Current rates based on 4,450,000—actual circulation nearer 6,000,000. The buy of a lifetime—right in the heart of the All-America market.

## REGIONAL EDITIONS-FLEXIBILITY THAT REALLY COUNTS!

If your business, like our business, is national, you may find great advantage in being able to deal with regional problems and opportunities in a special way. We have, editorially.

Or, if your business is regional, you still may enjoy the economy and the effectiveness of the Countryside Unit—Farm Journal and Town Journal—regionally.

The COUNTRYSIDE UNIT is published in three editions—Central-East, Southern, and Western. Buy any one, any two or all three editions!

## LATE CLOSING DATES-NO NEED TO MISS A SINGLE ISSUE!

Because the COUNTRYSIDE UNIT is printed on a news magazine schedule, a limited number of advertisements can be accepted as late as 10 days before issuence date.



CONSUMER PRODUCT ADVERTISER WITH A SPECIAL INTEREST IN CHRISTMAS SELLING ADDS TO THE TOTAL NUMBER OF FAMILIES REACHED, ADDS FULL COLOR TO HIS IMPORTANT DECEMBER INSERTION—and saves nearly \$1,000!

Before— This advertiser had scheduled one black and white page in FARM JOURNAL for October; one in COUNTRY GENTLEMAN for November and a black and white page in both for December—total cost \$30,540.

NOW— He is able to buy a black and white page in Farm Journal for October;
Town Journal for November and a four-color page in the CountrySIDE Unit for December. He gets this extra coverage and extra color
impact for \$29,706.50—\$833.50 less than previously planned.



INSTITUTIONAL ADVERTISER ADDS THE AUDIENCE OF ANOTHER GREAT MAGAZINE, STEPS
UP IMPACT WITH COLOR, MAINTAINS FREQUENCY AND SAVES \$2,040!

Before— This institutional advertiser had scheduled a black and white page in FARM JOURNAL for September, and November; a black and white page in COUNTRY GENTLEMAN for October and December—total cost \$30.540.

This advertiser can schedule two-color pages in Farm Journal—
Country Gentleman, September and November and two-color pages
in Town Journal October and December—adds to his coverage and
impact with no loss in frequency for less money. He could make them all
four-color advertisements for only \$3,850 more than he had planned
to spend!



GROCERY PRODUCT ADVERTISER ADDS AN EXTRA FOUR-COLOR INSERTION AND REACHES MORE FAMILIES FOR LESS MONEY!

Before— This manufacturer had scheduled 2/3 pages in four-color in FARM JOURNAL and COUNTRY GENTLEMAN on an alternate month basis, September through December. Total cost \$28,260.

NOW— By alternating Town Journal with Farm Journal—Country Gentleman he can reach more families with the same unit of space, add an extra insertion in Town Journal (circulation more than 2,000,000) and still save \$480!

# TOWN JOURNAL

- THE COUNTRYSIDE UNIT -

# FARM JOURNAL

Washington Square, Philadelphia 5, Pa.

Graham Patterson, Publisher

Richard J. Babcock, President

"I'd been tipped that Kilian had doubled Dixon sales in the past three years, and it had also been reported that his salesmen were the most enthusiastic tribe since Sitting Bull's Sioux cut up Custer, so I was willing to listen and to be convinced."



"Say anything you want, but don't call me the sales manager and don't call my department the Sales Department. This is the Department of Order Production. I'm the foreman."

That was Arthur Kilian talking. the sales manager-pardon me, Mr. Kilian—the foreman of the Order Production Department at Dixon Machine Works, East Lansing, Mich.

The agency executive on the Dixon account suggested that I might get a fresh approach to sales management by talking to Kilian. As a result, I flew out to East Lansing to see him. The A. E. had warned me, "Kilian's a salty old coot." But he hadn't prepared me for the opening roar. I'm afraid I flinched.

"Never thought of it that way, did you, young fellow?" Kilian bellowed. pressing his advantage. That was a fact. I hadn't.

"Well, think about it a minute," he commanded.

I did.

Then, evidently feeling he had overawed his audience (and he had), he toned down a bit and became conspiratorially confidential. I'd been tipped that Kilian had doubled Dixon sales in the past three years. It had also been reported that his salesmen were the most enthusiastic tribe since Sitting Bull's Sioux cut up Custer, so I was willing to listen.

"Some salesmen think they're salesmen making sales," Kilian said.
"They're not. They're manufacturing orders."

He let that sink in. Then, leaning back in his leather upholstered swivel chair, he casually tossed off a series of questions: "Can't run a plant with-

out power, can you?"
I answered, "No."
"Can't run a plant without tools, can you?"

I answered, "No."

"Can't run a plant without orders, can you?"

"No."

Then he pounced. "Well, my department produces the orders that run the plant. Most important part of the whole business.

I slipped in two weak syllables, "That's true." It was obvious that one of the things Kilian enjoyed most was acting—and he did it well. If the Sales Promotion Executives Association ever asks for nominations for an Oscar, Kilian will be my first nom-

He looked at me intently for a minute, obviously working out his next remarks.

"Now," he said, "in any manufac-turing business you need raw materials. Right?"

"Right," I echoed.

"Down on the plant floor, steel's the raw material; bar stock. I'm foreman of the Order Production Department. What's my raw material?

Now it has been my practice to maintain that I'm a fairly bright guy (my wife says so, at any rate) but as a teen-age friend of the family once put it, "This guy had me bugged." So all I could say was, "What is

your raw material?"

Kilian tipped forward in his chair, pulled open his desk drawer and practically slashed my nose off, waving a stuffed file folder beneath it. "Leads,

he barked. "Leads and inquiries.
"Now, son," he said, getting confidential again, "The Purchasing Department buys raw materials from suppliers: U. S. Steel, Lukens, Kaiser. I do the purchasing for my own department. Inquiries are my raw materials. Who are my suppliers?"

This time I had the answer, "The

trade mags."

"Correct," he said. "The advertising I buy and the direct mail we send out gives me my raw materials. Next

"Processing," I said, interrupting him (I just wanted to show him that

I was learning)

"Right," Kilian said. "To process my raw materials, I use two things: men and tools. The best I can afford. Same as if I was running the screw machine department." Of course you don't have to be told that Kilian had come up to Sales-pardon me-Order Production through the plant.

"Men? Give me any age, shape, size or color, but pump 'em full of ambition. Show me a salesman looking for a rocket to hitch his britches to and he'll make my product his rocket. A good salesman doesn't wait for opportunity to knock. He strolls over into opportunity's corner and K.O.'s him on his own home lot." Kilian, I learned, likes his liquor straight, but his metaphors mixed.

"I give my men the best tools I can buy. Our raw materials are expensive and we can't afford to scrap them because of poor machinists or dull tools." He started dredging Dixon catalogs, flyers, reprints, comic books, slides and a bottle of whiskey out of his drawer.

"Whiskey and the comic book do the same thing," he said as he waved the bottle above his desk, "but nowadays the comic book's supposed to be politer." I thought I detected a

nostalgic note in his voice.

"This whiskey bottle and the comic book accomplish the same thing," he repeated. Then he added, "They cut into the prospect, the raw stock, when he's relaxed." At that point, I wished that I were a prospect. I certainly could have used some of Kilian's liquid relaxation.

'Of course we use blueprints," he said. "You don't make any kind of a product without plans. Orders are no exception.

"I draw the blueprints myself and





# Buy All 4

If you're putting money in Florida, add a mitefor Mighty Orlando.

We dominate an area of 400,000 people spending 500 million \$ yrly.

We print our own local Sun mag., outselling Miami, Tampa, Jax magazines put together 3 for 1.

# Orlando Sentinel-Star

MARTIN ANDERSEN
Owner. Ad-Writer & Galley Boy
Orlando, Florida
Nat. Rep. Burke, Kuipers & Mahone



# ... spending \$7,000,000

THE Index of Buying Power in the \$7 billion dollar Fresh Fruit and Vegetable Industry is as simple as ABC—the 16,302 ABC circulation (net paid May 7, 1955 issue) of The Packer—the industry's complete weekly Newspublication.

These growers, shippers, distributors, wholesalers and retailers of fresh fruit and vegetables depend on The Packer for up-to-the-minute news of crops, market conditions, forecasts and new developments in their industry. Regular Packer readers represent better than 85% of the industry's buying power.

The Packer's growing circulation figures are an accurate index, too, of the progress made by this high-buying, readyspending industry. Right now they indicate that in the past year the number of the top-buying-power leaders has increased by 1,182...better than half a billion dollars in additional buying power for Packer advertisers!

If you have something to sell to any or all parts of the Fresh Fruit and Vegetable Industry...the time is ripe now...and The Packer will deliver your message directly to the men who make the decisions.

# THE PACKER

201 Delaware

Kansas City, Mo.

every one of my order machinists follows the prints. When one of my men addresses a customer he knows exactly which tools he's going to use. He follows the first interview, the closing blueprint, or whichever one is applicable to that particular phase of the operation. Of course, we've got tolerances same as they have downstairs. No two pieces of bar stock are exactly the same. No two inquiries are exactly alike. But the basic processing steps are always the same. And the end in view is the same: Produce a finished piece—in our case, an order!

"We've just about covered the sub-

ject," he said. "Starting with raw materials, men and tools, we've worked right up to the finished product—orders." He reached into his desk and pulled out a handful of orders and showed them to me.

I glanced over them and noticed a penciled note signed "A. Kilian" on each order. It was an engineer's hand, and it showed the tolerances Kilian allowed his order machinists: E. R. Francis Corp., \$985 ± \$5; Fabrication Associates, \$1345.50 ± \$10; Goldblatt Tool Co., \$735.45 ± \$5; Johnstown Corp., \$8,642 ± \$50.

He'd proved his point. The End



# Northwest Airlines Provides Helicopter Commuting Service for N. Y. Passengers

Commercial aviation took a forward step recently when Northwest Orient Airlines introduced helicopter service between New York airports for its passengers. Now, a Northwest traveler arriving at Idlewild Airport—in and out of which Northwest operates—can step from the plane into a helicopter and make a quick 'copter trip to Newark, White Plains or LaGuardia airports.

If he is traveling first class, the passenger can 'copter-ride to any of the three points free of charge. Tourist passengers get free service between Idlewild and LaGuardia, but must pay a combination fare for either Newark or White Plains.

The plane-to-helicopter service is the result of an agreement between Northwest and New York Airways, a helicopter operator. The new service saves Northwest passengers a great deal of time. For instance, to reach LaGuardia from Idlewild by limousine takes 45 minutes; by helicopter, 10 minutes. The limousine trip to Newark is two and one-half hours; helicopter, 23 minutes.

Says Northwest Airlines: Since we started the combination service, there has been a steady increase in traffic, and still further increases in volume are expected as more and more persons learn about it.

The airline also offers helicopter service at a combination fare to and from Stamford, Conn., and New Brunswick, N. J.

Northwest Orient Airlines operates transcontinental service between New York and Seattle, Wash., through such cities as Detroit, Milwaukee, Minneapolis and Spokane, as well as service to Washington, D. C., Pittsburgh and Cleveland.



LOADED for attention, these two firecracker mailing tubes did an effective job in helping to introduce a new product for The Deming Co.

# 40,000 Firecrackers Introduce Product

The Deming Co., Salem, O., pump manufacturer, brightened the mail of its distributors and dealers in the United States and South America recently with two big, red firecrackers. The explosive-looking tubes announced the firm's new, low-price water system for home and farm use in rural and suburban areas.

The two firecrackers were mailed two weeks apart. First mailing consisted of 20,000 six-inch firecrackers bearing bright canary yellow labels marked "Sales Dynamite — Pull Fuse." The heavy, realistic fuse emerged with a pop. Inside was a single announcement reading, "Coming—The Deming 75—a new, low-priced water system."

#### "This One's Loaded"

The second 20,000 firecrackers were sent to the same customers to coincide with the firm's initial advertising of the new product. Firecrackers in this series were labeled "This One's Loaded — Pull Fuse." With them went a sales letter, price sheet, newspaper mat sheet and Deming Bulletin 4910, describing the new water system.

Lee Taylor, Deming advertising manager, says of the mailings, "We wanted something that would catch the eye of our distributors. These people receive countless pieces of mail each day. The firecrackers doubled in brass by replacing the envelopes we'd ordinarily use to mail our bulletins. The canary yellow labels and realistic fuses gave us additional impact."

The firecrackers were further tiedin to the product announcement by the product name, the "75," and the firm's celebration of its 75th anniver-

While the assembling and mailing of the firecrackers proved a big job, results were worth the effort.

# We Promise You 200 Pages Of Business Gift Ideas...



# . . . in SALES MANAGEMENT'S block-buster special issue of September 10.

Over 70% of corporations do give business gifts. That's a diamond-hard fact. And SALES MANAGEMENT's big, bright bonus issue, "When a Corporation Says Merry Christmas," will be mailed to your desk or home by September 10— in plenty of time to help you find the answer to these questions . . .

- · what to give?
- · to whom?
- · when?
- · budget?
- · source? ...

# **Portland Bans 'Phone Sales Calls**

. . . unless the person being called is agreeable to be called. Three other cities have similar bans. Is this a trend?

It may cost you 180 days in jail and a \$500 fine if you make a telephone sales call to anyone in the city of Portland, Ore., on or after September 2.

You may be calling your distributor, your dealer, or a purchasing agent, but you'll still be liable for the fine and imprisonment—if your call was not prearranged.

The ordinance reads:

"It shall be unlawful for any person to solicit a sale of merchandise or service by use of telephones when not invited by the one solicited."

The ordinance apparently has a strong legal precedent: the 1951 U. S. Supreme Court decision upholding a ban on uninvited door-to-door soliciting.

The five city commissioners who run Portland have stirred up a

horner's nest with the ordinance, supposed to have gone into effect July 3, but postponed because of pressure from Portland business leaders.

But it appears to be popular with the man-on-the-street in Portland; at least he hasn't squawked. In fact, it was the protests of Portland citizens at being called out of the tub by a roofing salesman, out of the basement for a realty broker, or from the attic by a building materials dealer that prompted the city fathers to adopt the anti-telephone selling ordinance.

With at least three other anti-telephone ordinances already on the books of other cities—Atlanta, Ga., Ogden, Utah and Los Angeles—there is concern among businessmen that the ordinance might become to telephone selling what the Green River (Wyo.) ordinance has meant

to door-to-door solicitation.

The protests have been instrumental in deferring the effective date of the act by 90 days and they may, if support builds up, cause the city fathers to "revise" the ordinance right off the law books.

Protests have been made by the Oregon affiliate of the National Established Roofing, Siding & Insulation Contractors Association (members include Pabco Products, Crown-Zellerbach, Wallbestos, and Dant & Russell).

Sales chiefs who operate through

dealers say:

Ted Baum, vice-president, sales, at White Stag, world's largest ski tog manufacturer and a leader in casual clothes in general, feels phone solicitors have been abusing their privilege but sees no direct harm to his company by a ban. But he thinks it's a job for the Better Business Bureau to tackle rather than legislators.

## **Phone Privilege Abused**

Paul DeKoning, vice-president and general manager at Jantzen, Inc., world's largest swim suit manufacturer and another casual clothing pace setter, also thinks the privilege of phone soliciting has been abused. But he warns that any legislation should be phrased "so it will not hurt legitimate business."

If the idea spreads, it admittedly could affect selling practices of many retail outlets for national manufacturers ranging from autos to vacuum cleaners. The loudest protestors fear it will lead directly into a ban on door-to-door selling, which falls into a similar category.

That's the opinion of conservative S. F. McCune of Columbia Materials Co., Portland. He's a national director of the roofing, siding and insulation contractors.

"It would hurt business generally," he adds, pointing out that the home remodeling and improvement business in the U. S. reached \$12 million last year to equal new residential construction.

"We don't believe it's constitutional. When a person lists his name in the telephone book, it's an implied invitation to be called. Otherwise he could have an unlisted number."

McCune doesn't do a large portion of his business by telephone, but feels a ban would hurt business generally.

Big problem at the moment is how to segregate out-of-town fly-by-night-

## Fair Trader Sells LIFE at 75% "Off"

LIFE, which insists on being sold at newsstands for the full 20-cent publisher's price, found itself in the hands of a discounter at the National Housewares Show in Atlantic City, N.J. The customary discounter's 40% "off" didn't apply to LIFE. Twenty-cent LIFE was hawked for 5 cents a copy, 75% off list.

The hawkers: representatives of W. E. O'Brien, vice-president, Toast-master Products Division, McGraw Electric Company, and bitter foe of the opponents of Fair Trade on its Toastmaster toasters. The week-long stunt, which produced reams of provocative news, was prompted by LIFE'S editorial blast against Fair Trade as incompatible with an economy that's "free, competitive and abundant."

Toastmaster's O'Brien received congratulations from fellow manufacturers, wholesalers, and retailers, but no stampede of buyers for LIFE at 5 cents.

"Evidently," reports O'Brien, "cut prices alone are not an attraction." To O'Brien the lack of interest in buying a 20-cent product, even on the day of publication, for 75% off list, indicates that the public is not interested in price alone, but rather in value.

"Because LIFE is a good value at 20 cents," O'Brien says, "people are willing to pay regular price at the newsstand."

How did LIFE, which claims in its 1954 annual report "that it led all magazines in 11 major business classifications . . ." such as household appliances, react? It didn't, at least not officially.

Publisher Andrew Heiskell was "tied up" the six times that SALES MANAGEMENT called. So was the newsstand sales manager. But, neither returned the calls as their offices said they would. Finally, after the show was over and the publicity had died down, a LIFE spokesman said, "Our executives have the matter under consideration."

LIFE'S six-page report in the July 25 issue on the National Housewares Show did not note Toastmaster's discount sale stunt. ers, with their fraud possibilities, from local legitimate business. When that is licked, neighboring Seattle has indicated it would be interested. And Ormond Bean, Portland city commissioner who sponsored the now-inabeyance ordinance, feels it would eliminate most local protests and still leave an ordinance that would make his constituents at least partially happier.

The American Municipal Association, sparked by Portland's proposed action, has queried the other cities

with bans.

Ogden, which passed its ordinance Sept. 4, 1954, says "it has kept magazine solicitations under control, but many others are able to slip by without our knowledge. However, the mere fact that it's on the books has had a good psychological effect."

Coupon artists and high-pressure visitors have told Portland city officials they generally by-pass At-

lanta.

That city has a police department permit system and says "it has legally eliminated what was, in most cases, an operation bordering on a racket."

The Los Angeles ban applies only to solicitations for charitable, philan-

thropic or patriotic causes.

But, indicating a feeling that may be spreading, the Chicago Better Business bureau was quoted recently as saying phone soliciting "has become serious, and we are having trouble trying to control it."

## "Strictly Un-American"

While the Portland city council mulls its problem, one of the most enthusiastic protests comes from the Direct Selling Legion of Chicago, which claims to be the world's largest organization of salespeople. President H. J. Bligh says "it's strictly un-American. Those you want to ban are the least likely to be hurt."

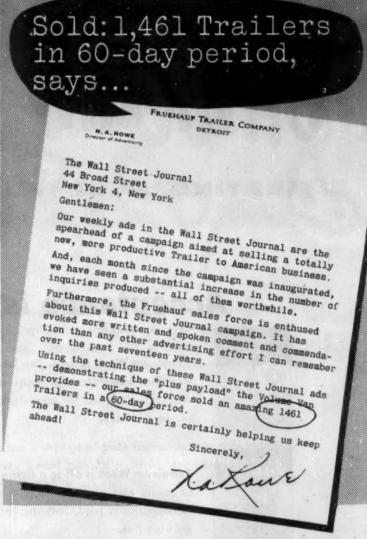
But housewives—and their husbands—are still complaining bitterly about the sales gags, fake contest gimmicks, high-pressure pitches, awkward-hour calls and other nerve rattlers perpetrated by telephone

solicitors.

Whether Portland finally takes its ordinance off the shelf or not action already taken is an obvious straw in the wind, enough so to cause such publications as The Wall Street Journal to report to businessmen the news of its bluntness.

There is an indication that manufacturers in many lines should take a quick look at the amount of telephoning their retail outlets do in the course of building business. The category is large.

The End



# **WSJ Ads Make 3 Big Payloads!**

Notice how Fruehauf Trailer Company (like many other Wall Street Journal advertisers) gets a triple response!

First, Journal ads produce inquiries in volume—and from willing-and-able prospects.

Second, Journal ads help complete the sale.

And third, Journal ads light a spark for the advertiser's own sales staff.

What an advertising medium!

Circulation: 365,133



# Petroleum Week

MEETING NEED FOR INDUSTRY-

# Acceptance is Immediate!

PETROLEUM WEEK

Petroleum Week is here. The long-awaited, much-needed publication that integrates the entire oil industry is a reality—the first magazine designed for specialists and management in all segments of the industry.



Petroleum Week is off to a flying start, having already met the tests of reader and advertiser acceptance. More than half of the initial distribution is paid, and the list of advertisers is impressive and growing fast.



Petroleum Week is written for oil men by oil and business-communications experts. It penetrates every significant level of operation and management...covers both the technology of the job and the business of the job.

If you're selling to the oil industry, Petroleum Week is for you. You will want to use Petroleum Week regularly because everything important in oil is important to Petroleum Week readers. Call the McGraw-Hill office nearest you for additional information.

# now 'on stream'

WIDE. INDUSTRY-DEEP COVERAGE

PETROLEUM WEEK

Petroleum Week is the communications center for all interdependent areas of activity — exploration and production, refining, transportation, and marketing. Petroleum Week communicates and cross-communicates . . . keeps each branch of the industry up to date on developments in all phases of oil.

PETROLEUM WEEK

Petroleum Week has a change-of-pace format that spotlights salient points — giving the broad picture in bold, eye-catching type for variable-speed reading. You get the "meat" of the story fast and you can change pace anytime you want details.

PETROLEUM WEEK Petroleum Week is unique. It is the only industry-wide, industry-deep publication . . . it is the only cross-communications medium in its field . . . it is the first publication designed from the start around the requirements of the new art of writing for variable-speed, faster and more efficient reading.



PETROLEUM WEEK

330 West 42nd Street, New York 36, New York

A McGRAW-HILL PUBLICATION Cross- Communications for Men Who Matter in Oil



# HOW DOES ACB's PERCENTAGE OF ERROR COMPARE WITH YOUR OWN

We take our hat off to Ivory soaptheir product misses perfection by only 56/100ths of 1%

ACB services can't quite match that figure. However ACB does score better than 95% in "spotting" wanted advertising in the daily newspapers.

Years ago, ACB made a sporting proposition, namely, if we failed to collect more "wanted advertise-ments" out of a specified list of newspapers, ACB would cancel its service charges. In every competition, ACB produced more specified advertisements-from 10% to upwards of 300% more.

It is this high degree of accuracy that gives added value to ACB's Newspaper Research Services. Sales and advertising policies can be formulated with assurance on this accurate information.

Seed for ACS's Catelog. 48 pages.
Describes each of ACB's 14 Research
Services. Gives many case histories;
cost of service, or method of estimating; complete directory of dailies;
U. S. Census of retail stores. It's
free! Ask for it today.

# A) Scients every advertisement is every daily sewin, aper

#### ACB SERVICE OFFICES

79 Madison Ave. • New York 16 18 S. Michigan Ave. • Chicago 3 20 South Third St. • Columbus 15 161 Jefferson Ave. • Memphis 3 11 First St. • San Francisco 5



# It's Time to Change Pricing Policies, Emerson's Abrams Says—and Does

A leading radio and television manufacturer takes a look at traditional pricing practices, sees many defects. Policies now being adopted in his company may revolutionize price tags and price practices in TV, radio and appliance fields.

Emerson Radio & Phonograph Corp., New York, has announced that it's going to do some old-fashioned pioneering—this time in the tradition-bound pricing policies that run straight through the radio-TV sales field and extend to appliances.

"Some of these policies are unrealistic," says Benjamin Abrams, Emerson president, "and we decided it was time to make a change.

Specifically, Emerson is going to pioneer these practices:

- 1. Lop off all odd-cents prices. No more \$99.95 for Emerson. Its prices will be in rounded dollar figures.
- 2. Prepay freight charges to dealers so that Emerson sets can sell for the same price in San Francisco that they do in the store closest to Emerson's Jersey City factory.
- 3. Eliminate price variations among the same sets in different colors and finishes. "Take blond, blue or mahogany, the price is the same."

## **A Simplification**

What Emerson's price program amounts to, in effect, is a simplification of pricing and selling practices.

- (a) It will permit Emerson to advertise a national price-something unheard of in the industry.
- (b) It will let the dealer sell the set on its technical and styling merits, since the customer may select any available color or finish later, without a cost penalty.
- (c) It will make the Emerson price distinctive, since all others in the TVradio field, according to Abrams, carry the "psychologically set" oddcents price tag.
  - (d) It will give all Emerson

dealers the same discounts-and the same suggested retail prices-regardless of where they are geographically located.

"Emerson has been a constantly growing company," declares Abrams. We have been increasing our business an average of 10% to 12% a year. This year, however, with our new 1956 line and the new realistic pricing, we anticipate an increase in volume of 20% to 25%."

If Emerson attains this goal, net sales for 1956 will pass the \$100 million mark.

## **Based on Experience**

Why does Emerson believe that even-dollar pricing will help sales? The firm has tried it. Two years ago it introduced the world's smallest pocket radio and tagged it at an even \$40. It was the first instrument to be put out at a round figure in many

"We sold 200,000 of these tiny sets at the \$40 price," says Abrams. "Prestige accounts, department stores and chains liked the even figure very

Later, Emerson introduced a port-able TV at \$150. "It was an ex-ceptionally well accepted item," Abrams says. "We found no difficulty in getting important merchandising accounts to use the \$150 price rather than \$149.95. More recently, we introduced the first transistor radio at \$44."

This isn't the first time Emerson has used even figures. They appeared in the early '30's but, says Abrams, "we drifted into the prices ending in 95 cents, largely because it seemed to be the tradition in the industry. But for some years now, everybody has been doing it. This seemed to me to be a rather ridiculous thing and insulting to the intelligence of the buying public."

Abrams adds: "People in this in-

dustry, and in appliances as well, apparently attach a certain psychological effect to a price which ends 5 cents under some round figure. This may be so, if it isn't generally practiced, but when it's used across the board it looks as though manufacturers are trying to kid the audience.'

More realistic prices, Abrams points out, will have a good effect on the public. "For the first time in many years, people can look at ads made up without the conventional

prices ending in 95 cents.
"I have an idea," Emerson's president continues, "that we'll be generally copied by others, not only in this industry, but in other industries as well. I've already had comments to the effect that this is probably the greatest innovation in price merchandising in recent years.'

Another Emerson change now being studied by competitors is its equalization of prices across the country. "It has been customary," Abrams explains, "to have zone prices in the

radio-TV industry."

Despite the fact that Emerson will now make less profit on sets sold at points distant from the factory, prices have not been increased. Instead, Abrams looks for bigger volume to take care of the profit picture.

At its summer convention for dealers, Emerson told of a new plan that simplifies dealer discounts. Previously almost every model in Emerson's line of radios, TV sets, and phonographs carried a different margin. Now there are only three discounts of interest to dealers. simplifying bookkeeping and selling.

Emerson dealers, Abrams says, are enthusiastic about the whole program. As soon as the 1956 line gets into their hands, Emerson's retuned advertising and promotional program will play the new price song. Here again, Emerson is concerned for its dealers. The company spends three dollars on a local, cooperative basis with its dealers for every one it puts into national advertising. But since Emerson's advertising budget is tied to sales, even bigger schedules are anticipated for the coming months.

Emerson is ready for color set production—and has a model for sale, \$894 and no cents-but, says Abrams, "we feel that color set sales will be limited for the balance of the year, largely due to the fact that there aren't enough color programs on the air. We should have at least 20 hours of color broadcasting a week, then color will be a vital part of the TV

business.'

Abrams doesn't believe that toll television will ever become a fact. But if it does, he feels that it will be a detriment to TV manufacturers and dealers. Since a family would then spend many of its TV dollars on TV entertainment, it would have fewer left for new sets. Also, Abrams declares, the public would probably find that all the worth-while entertainment would have to be paid for. The free, commercial networks, he feels, would lose many of their stars and other talent to the coin-box promoters.

Color and toll TV are future considerations, however, and Abrams and Emerson are looking at the present with their new pricing policies. And, in Abrams' opinion, "the 95-cent business has had its day; it's time for a

The End

## The "local-ness"

of daily newspapers gives ACB two important jobs to do



ACB supplies proofs-of-insertion for more than 1600 publishers... and 14 Newspaper Research Services to over 1,100 merchandisers.

There are 1,393 cities in the United States in which daily newspapers

are published.

Each of these cities and its trading zone comprises a local and inde-pendent market in which consum-ers are dominated by newspaper advertising. Daily newspapers pub-lish more advertising than all other media combined!

The "local-ness" of each of these arkets is the great reason for the effectiveness of newspaper advertising. It permits advertising to be localized to fit the mutual needs of the national manufacturer and his local merchant. It lets advertisers aim their sights at a single com-munity rather than at a national statistical average.

A "Clearing House" for Advertisers It is also the "local-ness" of these markets that in 1917 called for the existence of Advertising Checking Bureau. Newspaper publishers in practically all of 1,393 cities wanted advertisers and their agenciesserved more promptly and efficiently with proof-of-insertion copies from a centrally located clearing house. ACB took the job and handled it with better than 95% accuracy.

Once again the "local-ness" once again the "local-ness" of newspaper advertising gave ACB an important job—this time from the advertisers themselves. These advertises wanted to know "who" advertised "what" in these 1,393 local and widely separated markets.

Thus began the ACB Newspaper Research Services described at length in the column on page 38.

ACB furnishes a complete, accurate a dependable invite See opposite page for listing of ACB Service Offices ADVERTISING

> CHECKING BUREAU INC

## But \$99.95 Is Just Right

... for Michael D. Kelly, marketing director, The Hallicrafters Co., Chicago, who has just announced what he claims to be the first 17-inch TV set to sell for less than \$100 retail—he makes it \$99.95.

"The five cents under \$100 will help sales," asserts Kelly.

"If I were Ben Abrams," counters Kelly, "and had his even price policy, I'd price a \$100 set at \$98. The psychology of such a price is still sound."

So far, Ben Abrams is all alone on his no odd-cent prices.

## Why Put a Tag On Your Product?

The "right" hangtag can silently sell the customer; it can help to inform sales personnel ... but unless your tag informs, instructs and interests the buyer, you may as well leave it off, stores don't want it.

> BY JAMES C. CUMMING Vice-President, Anderson & Cairns, Inc.

When you send that product of yours out into the hard, cold world to make its own way, it will be faced with one of two sets of conditions as it lies on the retail counter:

1. In self-service or pipe-rack stores or departments it will be examined and compared by customers with absolutely no knowledge of what you have built into your product to make it worth its price. And there will be no advocate present to explain why it's worth more than the product in the next bin.

2. In stores that offer service, the salespeople may be so lackadaisical that the customer might as well be in a self-service store, for all he'll learn about your product.

John C. Williams, chairman of the board, L. Bamberger & Co., Newark, N. J., department store, has this to say about the problem of the salesperson:

"Improvement in selling techniques is retailing's top priority problem. Primary purpose of a retail establishment is to sell goods. Every function that we perform, whether it is buying, advertising, storage and marketing, inventory control or credit extension, has for its ultimate purpose the selling of merchandise. Every non-selling function exists only because of its relationship, direct or indirect, to selling.

"The paradox of retailing in the past 10 years," he emphasizes, "is that it has performed every one of these auxiliary jobs satisfactorily, but has fallen down on the performance of the main function - selling - on which all others ultimately depend."

Among vital areas in which improvement must be made Williams includes one for which the manufacturer should take primary responsibility—the equipment of sales personnel with more and better merchandise information.

There are a number of ways to do this. Some of them are quite elaborate. You can prepare training manuals. You can set up training programs for your salesmen to administer. You can even arrange training courses at central points to which some stores will send their salespeople.

It's still a fact, though, that the best way to get more and better merchandise information into the hands of salespeople is with the right kind of tag on the product. What's more, the tag kills two birds with the same stone. It also carries the right selling information direct to customers in self-service stores.

We think it is obvious that what we have said about tags can also be said about putting the right story on the outside of your packages. In this discussion we are limiting ourselves to tags, because there are so many products which must be displayed out of their packages, or don't get packaged in the first place. Remember that most of the merchandise sold in department stores today is in categories to which modern packaging techniques have not yet been applied.

Why is it, then, that department stores remove tags from merchandise before they send it to the selling There are a number of answers to

CERTIFIED

that question:
1. They don't. The majority of stores leave tags on merchandise.

2. Many tags are not worth leaving on the product. They convey no useful information to the salesperson or to the customer.

3. There may be too many tags. You may have seen dresses on display in smaller stores, garnished with so many tags that they look like Christ-

"Many tags have too much technical information which is meaningless and therefore uninteresting to the public. These tags we remove," says B. Lewis Posen, publicity director, Hochschild, Kohn & Co., Baltimore. "We think the cardinal sin is putting too much on a tag. Informa-tion should be brief, simple and to the point.

When a tag is put on a garment obviously to exploit a name which is not known to our customers, which has not appeared in national advertising and which the manufacturer has no intention of using in national advertising, we remove the tag because we feel it means nothing to the customer and tends to confuse her," Posen adds. "Tags with highly technical washing instructions that wind up by giving the manufacturer an out if anything should go wrong, we find troublesome, and we remove them.'

What tags stay on merchandise? "Some tags," says Posen, "give fiber content as required by Government regulation, so of course we leave them on the garments. The most de(1) LIQUOR—Copy tells a story dramatizing popularity of Cyrus Noble 50 years ago. Makes light reading; helps convince customer he has made or is going to make a wise purchase. Cyrus Noble Kentucky Straight Bourbon Whiskey.

(2) SPORTSWEAR—Complete laundering and pressing instructions are carried inside this tag, plus information on fabric, color fastness and a washability guarantee. Turner Togs.

(3) HIGH CHAIR — Instructions on how to open and fold this high chair are given on the back of this tag. Front carries commendation and a guarantee by two magazines. A. E. Peterson Mfg. Co.

(4) CUSHIONING—Illustrated in cutaway on the front, this tag has full description of quality, durability on inside, plus guarantee. Advantages of product are listed and full instructions for cleaning are included. American Latex Products Corp.

(5) YARN MOP — Made of cellulose, this mop — the tag declares — has advantages over cotton. Directions for use are given in type and Illustration. Right and wrong way to wring are shown. The Fuller Brush Co.

(6) SKIRT LINING — Die cut like a drum, this tag cites five features that a Windsor drum skirt "adds"; also lists five undesirable features it "eliminates." Windsor of Boston.

(7) LUGGAGE — Full of information, this tag points up design, light weight, durability and detail of luggage. Room on tag for price and tax. Filte-Weight Luggage.

(8) LEATHER — Superiority and qualities of product are listed on this tag. Instructions for washing are given. Tag can be used for various leather garments since item is not named. John Flynn & Sons, Inc.

Tags 1 through 4 are by H. S. Crocker Co., Inc., San Bruno, Cal.

Tags 5 through 8 are by Dennison Manufacturing Co., Framingham, Mass.



sirable tags are those which bear a name the customer knows—that of a recognized maker or of a well-known process such as Sanforized, with explicit and simple directions for care and washing—with no hedging."

He adds another interesting tip to tag-conscious manufacturers. "We think, along with many retailers, that the best kind of tag service the manufacturer can give a store is the preticketing of merchandise with any necessary information and the price."

If it's practical for you to get into premarking, put the price right on your tag and you can be *sure* the store won't remove it!

What do manufacturers say on

their hangtags?

As we have pointed out, more say the wrong things than the right ones. Since it's time to get specific, let's begin with a horrible example copied —with only the manufacturer's name disguised—direct from a rather elaborate hangtag:

#### XYZ Everfresh Fabric Guaranteed Washable

That's all—and as it at least conveys some information, it wouldn't be too bad if XYZ were a well-known name. But it isn't. There's nothing behind it at all. Furthermore, what good is it to say "guaranteed washable" if nothing is said about who guarantees it, or what the conditions of the guarantee are?

Probably the reason for so many tags like this is that a large number of manufacturers think of tags in terms of identification only.

The modern hangtag goes far beyond mere identification. It must offer a real service to both consumer and retailer. For instance:

1. Here's what Cranston Print Works Co. says on its tags for garments made from fabrics with Cranston wrinkle-resistant finish:

The fabric in this garment has been scientifically improved with the wonder finish—FRESH-TEX by CRANSTON.

Imagine what these permanent features will mean to you.

- 1. Sheds wrinkles like magic
- 2. Washes faster . . . easier
- 3. Needs no starch
- Irons flat with one whisk
   Resists perspiration odor
- 6. Resists mildew in damp weather
- Resists mildow in damp weather
   Won't shrink more than 2%

Fresh-Tex by Cranston will not wash out

This fabric can be washed in any home washing machine at temperatures not to

exceed 150° F. Use any household soaps, but avoid the use of chlorine bleaches.

Then, by way of further assurance, the Cranston tag carries the Good Housekeeping Guaranty Seal.

2. American Cyanamid Co. supplies tags to users of its finishes. They read like this:

(Front)
Treated with Permel
Durable Water Repellent Finish

(Reverse)
Washing and Cleaning Suggestions for
Parmal

**Durable Water Repellent Finish** 

Pormel treated fabrics are resistant to perspiration stains. Ordinary spots may be sponged off with a damp cloth, Remove grease or oil with spot remover. Important. The durable Permel Finish will continue to repel water and resist perspiration stains even after repeated dry cleanings or washings. Only fabric labeled "Washable" should be tubbed. After washing, rinse thoroughly.

3. Here's an example of copy from tags supplied by Good Housekeeping to manufacturers whose dresses are featured editorially in the magazine:

(Front

A Good Housekeeping Facts-First Fashion (Reverse)

As featured editorially in the August
GOOD HOUSEKEEPING

Samples of this plaid fabric in BROWN and GREEN have been investigated in Good Housekeeping's Textile Laboratory with the following results:

- I. The colors showed good resistance to light fading and to laundering.
- 2. The shrinkage dld not exceed 2% in laundering.

A dress made of this fabric, in this style, was laundered satisfactorily by hand and machine.

Cotton—"Wrinkl-Shed" (Crease resistant)
A Dan River fabric.

A Love design.

4. The tag on a Nelly Don dress gives a quick resumé of selling points:

(Cover) A Nelly Don design

(Inside)
This is one from NELLY DON'S series of
Suburbanites

- Well-cut, beautifully-tailored casuals that circle the clock—designed for freedom and versatility.
- Excellent fabrics—hand-picked, washable, easy to care for.
- Note faultless workmenship, snap-in shoulder pads, wide finished seams, deep hems.

- Every Nelly Don "Suburbanite" is cut with dressmaker care on full standard measurements, nothing spared to give good lines.
- For extra waist length in one-piece dresses: Rip top row stitching at waistband; no sewing necessary.
   JUST TRY ONE ON!
- 5. Martha Manning doesn't worry about length of copy, but uses enough space on the tag to give all the facts:

(Front)

Exclusively at this store in this city Martha Manning Illusion Half-Size

Inside

Your MARTHA MANNING original has been scientifically styled

- 1. Tucks at neck, or yokes for extra shoulder fullness.
- Darts or gathers under bust line for full bust figure.
- Darts or gathers at back waistline for action fullness.
- 4. Gored back skirt for slenderizing fit.

## THIS DRESS MAY BE WASHED IF THESE INSTRUCTIONS ARE FOLLOWED:

- 1. Remove trimming.
- 2. Use lukewarm suds.
- 3. Rinse thoroughly in warm water.
- 4. Squeeze dry, do not wring or twist fabric.
- 5. Press while damp with warm iron.
- 6. Not responsible for damage caused by use of deodorants.
- 7. Do not hang in sun to dry.

ALWAYS...I, Hang or store clothes where they are not exposed to sun-rays or gas. 2. Keep garments well brushed and pressed. 3. Place garments on hangers, with openings closed and zippers fastened. 4. Use dress shields to protect against perspiration.

(Back)

The Good Housekeeping Guaranty Seal is your guarantee of quality. Replacement or refund of money guaranteed by Good Housekeeping if not as advertised therein.

[Good Housekeeping Seal]

Notice how specific the information is in each instance. Notice that it is directed to the consumer, but that each tag is packed with information for the salesperson. Notice that only the manufacturer (or in the case of Good Housekeeping, someone equally well-informed) could possibly supply the salesperson with such detailed data.

Perhaps right now is the time for you to look over your hangtag line-up with the thought, "Do my hangtags give retail salespeople full and complete information about my products?"

The End

## TOOLS FOR SELLING



WOODY GINN'S OFFICE looks like any other sales executive's headquarters, but not so. Ginn, v-p, sales, Pacific Outdoor Advertising, has roomful of hidden visual aids around him, controlled by pushbutton. Rear projection screen, below, can be folded, hidden.

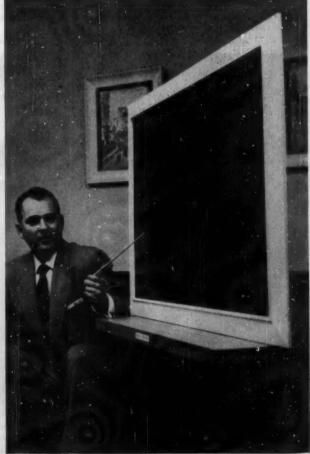
## Push-Button Office Is Visual Sales Aid

By installing hidden projectors, screens and switches, J. Ellwood "Woody" Ginn, vice-president in charge of sales, Pacific Outdoor Advertising Co., Los Angeles, has converted his office into a front-line sales tool.

He invites outdoor advertising prospects—sales executives, for example—to "visit the plant" whenever possible, on the grounds that it is "easier to understand the outdoor medium if it can be demonstrated first-hand." POA's sales area includes the Los Angeles market, where the company has developed the plan of moving all copy sections and bulletins periodically. About 99% of POA's painted bulletins are shifted to different locations on rotating schedules; the industry average is less than 50%.

In selling this outdoor advertising approach, Woody Ginn strives to get his story across graphically.

As things work out now—after the recent remodeling of Ginn's office—Vice-President Ginn gives invited prospects an informal welcome at the office door "when they are usually interested and open-minded." When



## TOOLS FOR SELLING (continued)



MIXING VISUAL TECHNIQUES is typical of Ginn's presentation on behalf of Pacific Outdoor. When he can make a point better with a photograph from his "still" collection, he does so, but always ready and loaded are nearby movie projector and slide projector. Frequent prospects are sales executives; Ginn must convince them of outdoor advertising values.



SPECIAL PROPS, like model bulletin in foreground, keep Ginn's presentations dramatic, fast-paced. Note rear projection screen on wall. When not in use, door to screen is closed, revealing water color done for Ginn by a friend.

guests are seated, Ginn reaches above his desk, unhooks a concealed latch behind a picture frame, swings the frame away and uncovers a rear projection screen. He then presses a button controlling a projector in the adjoining room. A color slide sales presentation is under way.

Ginn changes slides in the projector in the next room by remote-control cables, making it possible for him to set his own pace without interrupting his conversational flow. His three-man photographic department has a collection of several thousand 35mm Kodachrome slides and 8" x 10" Ektachrome transparencies.

A typical presentation, however, calls for the mixing of the slide-showing with other props kept in the office. As a beginning, Ginn may show a color slide of a painted bulletin used by Kraft Foods in 1948, before POA's embellished bulletin technique was introduced. Ginn keeps a half-inch scale model of a bulletin on or near his desk. With this he illustrates how an advertiser, using identical copy and art can—with the new embellished cutout technique with free-standing neon-plastic letters—double his advertising area.

By the time this phase of the POA story is off the ground, Ginn can switch to single-frame 16mm movie films to illustrate how and why bulletin copy is relocated every few weeks to cover local traffic flow.

Following every sales presentation, Ginn makes it a point to back up his impact by giving every viewer a "take with" kit of promotional literature. These kits are packaged in manila envelopes well in advance and a supply is kept readily available. The kits are made up of magazine reprints, color reproductions of Pacific Outdoor Advertising bulletins, a copy of the latest annual report, etc.

An interesting ending for this photographic presentation comes when clients are invited to tour the POA plant. If at all possible, it is arranged so that some of the client's copy is in production at the time of the tour. At any rate, it is a regular practice to take pictures of the clients in front of a large 10- to 20-foot high cutout in the paint studio. Prints of this photograph are sent to the clients a few days later. If the cutout in the photograph was from one of the client's bulletins, there is a second follow-up-the sending of a photograph of the embellished bulletin itself on location after it has been com-

The End

## Meet Sales Management's New Executive Vice-President

SALES MANAGEMENT, The Magazine of Marketing, always has lobbied for greater recognition of sales talent in the topmost echelons of corporate management (see SM, Apr. 1, p. 43, "Sales Heads Should Be Presidents, Or at Very Least, Executive Veeps!"). So the board of directors of Sales Management, Inc., took a page from the magazine, elected 32-year-old Sales Manager John W. Hartman to the post of executive vice-president and director.

Executive Vice-President Hartman joined the magazine's sales staff in 1949, was given many of the hard-to-crack and inactive accounts, was made sales manager three years later in recognition of his success.

His managerial flair had early beginnings, dating back to Duke University days (he also attended Colgate and Columbia) where he was business manager and editorial director of the campus newspaper. Then came World War II, the Navy and the European theater. Later, Lieutenant Hartman served as public relations officer for the Atlantic Reserve Fleet, where he founded, staffed and edited a Navy counterpart of Stars & Stripes.

In 1946 John became founderpartner of the advertising agency, Bacon, Hartman & Vollbrecht, Incorporated, St. Augustine, Fla. It was started on a shoestring by two Navy buddies. It now is one of the Southeast's largest agencies. Meanwhile, he found time to pound out copy for the United Press, the Jacksonville Journal. His writings have appeared in several national magazines.

During his career with SALES MANAGEMENT, John has been active in National Sales Executives, Inc.; National Industrial Advertisers Association, Incorporated; Associate Business Publications, Inc., and National Business Publications, Inc.



JOHN W. HARTMAN

You don't have to urge John to talk about golf, hunting, fishing, boating, dogs—especially dogs: he has one of the finest setters in the country.

Like most top sales-minded officers, John wants to "get out in the field" more, will not allow his new responsibilities to interfere with road trips. Translation: John will still be selling salesmanship on business trips around the U. S. and Canada.

## For 7up, It's Twice as Many Ads

Ben Wells, vice-president and sales manager, The Seven-Up Co., St. Louis, is taking trade advertising to cry the news to his retailers:

"Twice as much spent in advertising as last year at this time!" he says in a two-color full-page advertisement in *Progressive Grocer*.

7up, an easy third nationally in sales, is breathing hard on Pepsi-Cola, but both are trailing the New York Yankees of the soft drink industry, the perennial first-place Coca-Cola, with 50% of the industry volume.

That twice as much for 7up advertising this year means, according to Ben Wells, an estimated spending by his company of \$4½ million in all of 1955 vs. \$2¼ million in 1954. The total is swelled by the local advertising thrown in by 7up's franchised bottlers.

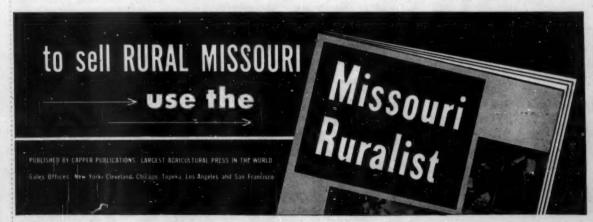
In sales, "we're ahead of last year," reports Wells, "but we're not satisfied."

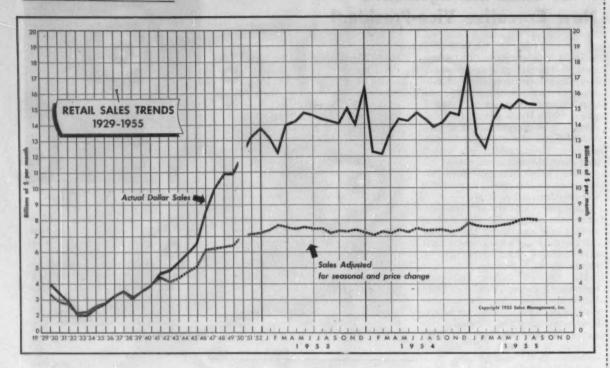
Some \$2 million of this year's ad budget is being thrown into mag-

azines, Wells reports, with around \$500,000 going into outdoor and point-of-purchase.

Wells has bought MCA-TV Limited's package program, "Soldiers of Fortune," a 30-minute film, which is now appearing on 125 TV stations.

Wells spots, in consumer preferences conducted by major market newspapers, signs of increasing consumer acceptance of 7up. He reports 7up first in eight markets, second in many others, and seldom less than third in most other markets. 7up's strength lies in its 6-bottle carry-home package.





## **August Retail Sales: A New Record**

BY DR. J. M. GOULD • Research Director Sales Management's Survey of Buying Power

Retail sales in August will probably total \$15,147 million, not only setting another all-time high for August, but the percentage gain over last August (9%) is the largest single monthly advance of the year. While in small part due to the presence of an extra selling day this

August as compared with last August, this large gain is evidence of the continuing healthy status of the current retailing boom, now in its 10th

Noteworthy part of the August retailing picture is that its good performance is without benefit of the high level of auto sales characterizing the first half of the year. Monthly percentage gain in 1955 auto sales over last year had been running well over 20% through May, dropped to 10% in June, and to about 6% in July, and will probably stay in that range in August, with the bulk of

		Retail Sales	Box Score			
	1955	nth totals 1954 Millions	% Change	1955	June 1954 Millions	% Change
Food Eating & Drinking Places General Merchandise Apparel Furniture & Appliances Lumber, Building, Hardware Automotive Gasoline Service Stations Drug & Proprietary *Total Sales	21,028 6,349 8,690 4,815 4,546 6,437 18,926 5,855 2,475 87,423	20,063 6,226 8,198 4,619 4,206 6,125 15,917 5,373 2,412 81,175	+ 4.8 + 2.0 + 5.0 + 4.2 + 8.1 + 5.1 + 18.9 + 9.0 + 2.6 + 7.7	3,647 1,142 1,577 860 839 1,309 3,429 1,055 417 15,588	3,661 1,140 1,686 911 813 1,178 2,491 1,017 406 14,667	+ 7.7 + 0.6 + 4.2 + 0.9 + 10.7 + 6.1 + 10.8 + 6.7 + 2.7 + 6.3

activity being centered in sales of used cars, gasoline, and automotive

Other categories of retail sales expanding at significant rates are food store sales, general merchandise, furniture and appliances, and lumber, building materials, and hardware sales. And these lines are not affected by the wide variations in activity typical of the highly seasonal pattern of auto sales. Thus the healthy gains enjoyed by non-automotive lines are a reflection of the rising income and employment trends of the economy at large. Current indications are that while the third quarter will see some slight tapering off of the rates of expansion established in the first two quarters, this will be only a temporary interruption, with a renewed impetus given to the fourth quarter with the introduction of the 1956 automotive models.

The good performance turned in by furniture and appliances is accounted for by many factors. Sales of air conditioners and fans have exceeded all expectations with heat waves affecting many areas. Secondly we are entering a period in which the rate of residential completions will be approaching peak levels. Building starts have already begun to fall off from the record levels of April and May, but the chief impact of the residential building boom on the sale of furniture and appliances will be felt in the fall. In fact, the prospects appear so promising that manufacturers of such consumer durables as Youngstown cabinets and other kitchen equipment, air conditioners, refrigerators, etc., have recently announced their intentions to raise prices as much as 10%. Reflecting in part a desire to pass on the effects of recent increases in wage rates and raw material prices, such decisions can only be made because consumer demand appears to be so vigorous. However, price gains at the retail level, if they come, will cause considerable uneasiness among retailers anxious not to kill the golden

A possibly more serious limitation on the high volume of appliance sales is showing up in the growing number of appliances returned because of the inability of most home wiring systems to handle the enormous additional electrical load. Over 15% of all air conditioners sold last year were returned on this basis. Since more than 80% of all electrified homes are considered to be inadequately wired for the appliances in current use, future appliance sales will more and more come up against this physical limitation. Rewiring is expensive, but will prove to be inevitable; it has been

estimated that there is a \$5 billion market involved in rewiring American homes over the next five years to permit full utilization and saturation of the market for air conditioners, water heaters, freezers, washing machines, dishwashers, electrical ranges, dryers, etc. It is interesting to note that even new homes are not adequately equipped for full utiliza-tion of the entire range of electrical appliances already in current

Among states expected to report better-than-average performance for this August as compared with last August are:

Alabama Georgia Arizona Louisiana Colorado Virginia

The leading cities, those with a City National-Index well above aver-

Vantura Cal	120 6
Ventura, Cal	
Fort Lauderdale, Fla	127.5
Santa Ana, Cal	125.6
Lubbock, Tex	120.0
Orlando, Fla	
Colorado Springs, Colo.	114.0
Tucson, Ariz	
Greensboro, N. C	112.2
Hempstead Township, N.	Y. 111.7
Macon, Ga	
Lake Charles, La	110.6
Eugene, Ore	109.9
Miami, Fla	
St. Petersburg, Fla	
San Jose, Cal	109.6
Amarillo, Tex	
Hagerstown, Md	109.1
Tackson, Mich	109.1
Greenville, S. C	108.5
Salt Lake City, Utah	108.4
Lorain, O	

Sales Management's Research Depart-ment with the aid of Market Statistics, Inc., maintains running charts on the business progress of more than 283 of the leading market centers of the country.

Monthly data which are used in the measuring include bank debits, sales tax collections, Department of Commerce surveys of independent store sales, Federal Reserve Bank reports on department store

The retail sales estimates presented herewith cover the expected dollar figure for all retail activity as defined by the Bureau of the Census. The figures are directly comparable with similar annual estimates of retail and the similar annual estimates of retail sales as published in SM's Survey of Buying Power.

Three Index Figures Are Given the first being "City Index, 1955 vs. 1939." This figure ties back directly to the official 1939 Census and is valuable for gauging the long-term change in market. It is expressed as a ratio. A figure of 400.0, for example, means that total retail sales in the city for the month will show a gain of 300% over the same 1939 month. In Canada the year of comparison is 1941, the most recent year of official sales Census results.

The second figure, "City Index, 1955 vs. 1954" is similar to the first except that last year is the base year. For short-term studies it is more realistic than the first, and the two together give a well-rounded picture of how the city has grown since the last Census year and how business is today as compared with last

The third column, "City-National In-dex, 1955 vs. 1954" relates the city's change to the total probable national change for the same period. A city may have this month a sizable gain over the same month last year, but the rate of gain may be less—or more than that of the nation. All figures in this column above 100 indicate cities where the change is more favorable than that for the U.S.A. The City-National Index is derived by dividing the index figure of the city by that of the nation.

The Dollar Figure, "\$ Millions," gives the total amount of retail sales for the projected month. Like all estimates of what is likely to happen in the future, both the dollar figure and the resultant index figures can, at best, be only good approximations, since they are necessarily projections of existing trends. Allowance is made in the dollar estimates for the expected seasonal trend, and cyclical movement. movement.

The index and dollar figures, studied together will provide valuable information on both rate of growth and actual size of a city market.

These exclusive estimates are fully protected by copyright. They must not be reproduced in printed form, in whole or in part, without written permission from SALES MANAGEMENT, INC.

Suggested Uses for These Data include (a) special advertising and promotion drives in spot cities, (b) a guide for your branch and district managers, (c) revis-ing sales quotas, (d) checking actual performances against potentials, (e) basis of letters for stimulating salesmen and forestalling their alibis, (1) determining where drives should be localized.

Cities marked with a star are Pre-ferred-Cities-of-the-Month, with a level of sales compared with the same month in 1954 which equals or exceeds the national change.

## RETAIL SALES FORECAST

		City	
City	City	Hat'l.	
Index	Index	Index	
1955	1955	1955	(Million
VS.	W.	VS.	August
1939	1954	1954	1955

#### UNITED STATES

United States .. 442.1 109.0 100.0 15147.00

#### Alabama

* Birmingham	521.5	116.2	103.7	42.34
★ Gadsden				6.05
* Mobils				16.71
* Montgomery	521.0	117.6	107.9	13.08



ARE YOU GETTING YOUR SHARE OF STAMFORD'S

## \$8,005 FAMILY INCOME

\$5,009 of that income goes into retail sales. That is 40% greater than the national average. You can get your share if you go after it with advertising in the Advocate. The Advocate reaches 99% of the city homes.

## Stamford Advocate STAMFORD, CONN.

Represented by
The Julius Mathews Special Agency

## Here's Why You Always Get MORE in MIDDLETOWN

- (1) Greater Middletown (Middlesex Co.), has the second highest family buying average of all Connecticut counties.
- (2) Sales in Middletown's stores are 69% . . . or \$19,382,000 . . . ABOVE U. S. family average volume!
- (3) No combination of incoming non-local papers comes anywhere near equaling the coverage of The Press.

More Buying . . . More Coverage . . . Mean

MORE SALES FOR YOU



## HIGH SPOT CITIES

RETAIL SALES FORECAST (S.M. Forecast for August, 1955)

City	City	City Nat'l.	
Index	Index	Index	8
1955	1955	1955	(Million)
VS.	VS.	VS.	August
1939	1954	1954	1955

## **Arizona**★ Phoenix ..... 789.6 109.3 100.3 10.64 ★ Tucson ..... 877.9 123.3 113.1 16.77

## Arkansas Fort Smith .... 534.9 106.0 99.1 6.85 \*\*Little Rock ... 505.9 109.8 100.7 19.83

#### California Bakersfield .... 434.0 105.6 96.9 12.28 Berkeley ..... 398.4 106.9 98.1 11.07 Fresno ..... 493.1 105.9 21.30 ★ Long Beach ... 639.0 113.8 104.4 44 47 ★ Los Angeles ... 470.8 110.9 101.7 298.83 ★ Oakland ..... 431.6 111.7 102.5 63 31 ★ Pasadena ..... 566.7 111.3 102.1 25.39 ★ Riverside ..... 632.5 109.7 100.6 2 92 ★ Sacramento ... 454.1 109.5 100.5 29.11 \* San Bernadino . 678.3 114.8 105.3 14 86 1.60

*	San Diego	665.8	111.5	102.3	51.60
	San Francisco .	354.3	108.7	99.7	110.20
*	San Jose	577.6	119.4	109.6	21.66
*	Santa Ana	906.1	136.9	125.6	14.50
*	Santa Barbara .	434.9	109.9	100.8	8.22

## Stockton ..... 467.8 106.1 97.3 ★ Ventura ..... 732.5 140.2 128.6

* Colorado	Springs	511.8	124.3	114.0	8.70
* Denver		441.6	111.8	102.6	63.73
* Pueblo		447.0	113.6	104.2	8.27

Bridgeport .... 393.3 108.7 99.7 23.48

14.08

6.52

## Connecticut

Colorado

	Hartferd	352.8	107.9	99.0	31.09
	Meriden-				
	Wallingford	353.4	100.0	91.7	6.29
	Middletown	399.4	100.9	92.6	3.87
*	New Haven	326.9	109.2	100.2	23.15
	New London	325.1	105.9	97.2	5.14
	Stamford	453.0	104.4	95.8	10.0
*	Waterbury	358.8	109.1	100.1	12.6

#### Delaware

Wilmington 417.3	1 107.7	98.8	21.96
------------------	---------	------	-------

## District of Columbia ★ Washington .... 377.9 109.7 100.6 123.41

Florida				
* Fort Lauderdale	893.0	139.0	127.5	13.04
* Jacksonville	540.0	112.5	103.2	32.40
★ Miami	725.2	119.7	109.8	60.70
* Orlando	640.3	125.7	115.3	13.64
Pensacola	540.3	106.5	97.7	7.40
* St. Petersburg .	686.0	119.6	109.7	17.90
★ Tampa	696.8	114.1	104.7	26.06

## To Promote Special Offers —

-New London offers you near-perfect conditions with:

An isolated 61,500 ABC City Zone covered by only one paper.

A \$51 million-plus effective buying income.

Average family retail sales of \$6,685, which exceed the State average by a fat 63% (Sales Management '55 Survey).

Let us give you complete up-to-date market facts

## The Day

NEW LONDON, CONNECTICUT

GILMAN, NICOLL & RUTHMAN

## NORWALK, CONN.

One of the 3 Big Shopping Hubs of the Nation's 2nd Richest Metropolitan Area

> 102,017 Population

\$238,414,000 Income

\$126,212,000 Retail Sales

Sold...Really SOLD...
only by

## The Norwalk Hour

96% Coverage of A.B.C. City Zone (60,425) 57% of the Trading Area

Represented by
The Julius Mathews Special Agency, Inc.

## HIGH SPOT CITIES

RET	TAIL SALE	S FORE	CAST	
(S,M,	Forecast fo	r Augus	t, 1955)	
			City	
	City	City	Nat'l.	
	Index	Index	Index	- 5
	1955	1955	1955	(Million)
	VE.	VS.	VS.	August
	1939	1954	1954	1955

## Georgia

* Albany	627.4	117.2	107.5	5.15
* Atlanta	467.8	109.2	100.2	65.36
* Augusta	563.3	110.6	101.5	11.49
* Columbus	589.6	116.7	107.1	11.32
★ Macon	499.6	120.9	110.9	10.19
* Savannah	482.4	109.9	100.8	13.51

## Mauratt

Honolulu	433.2	106.5	92.7	28.1
Idaho				

★ Boise ...... 419.1 112.8 103.5

## Illinois

Bloomington	382.4	102.6	94.1	6.1
Champaign-				
Urbana	429.8	108.8	99.8	8.6
Chicago	362.9	106.7	97.9	445.7
Danville	394.9	104.4	95.8	6.0
Decatur	417.3	108.5	99.5	10.8
East St. Louis	. 425.8	99.5	91.3	9.1
Moline-Rock Islan	d-			
E. Moline	410.1	107.3	98.4	12.4
Peoria	343.2	106.5	97.7	16.9
Rockford	467.0	105.9	97.2	16.6
Springfield	398.0	105.3	96.6	13.2

#### Indiana

Evansville	444.3	108.2	99.3	16.3
* Fort Wayne	484.9	115.1	105.6	22.1
★ Gary	502.8	112.4	103.1	17.6
Indianapolis	439.5	106.5	97.7	67.2
* Lafayette	429.3	111.2	102.0	6.48
* Muncie	406.9	109.3	100.3	7.7
South Bend	491.7	105.9	97.2	19.1
Terre Haute	355.7	103.3	94.8	9.7

10110				
Cedar Rapids	464.8	108.8	99.3	12.46
* Davenport	413.4	111.8	102.6	11.49
* Des Moines	423.7	110.1	101.0	28.26
Dubuque	406.7	104.3	95.7	6.47
Sioux City	330.9	96.1	90.0	10.56
Waterlos	400.8	107.7	98.8	9.22

#### Kansas

* Hutchins	on	446.9	111.1,	101.9	5.85
Kansas (	City	487.4	108.7	99.7	13.89
* Topeka		473.5	109.7	100.6	12.12
* Wichita		719.7	113.7	104.3	31.02

#### Kentucky

Lexington	 420.6	105.9	99.9	11.27
Louisville	 455.4	106.1	99.2	48.36
Paducah	 488.9	96.0	88.1	5.82

Louisiana				
* Baton Rouge	604.9	110.2	101.1	13.61
* Lake Charles	702.2	120.6	110.6	6.46
★ Monroe-West				
Monroe	499.2	110.7	101.6	7.94
* New Orleans	464.0	110.2	101.1	59.11
* Shreveport	492.1	113.9	104.5	18.75

# THE MERIDEN RECORD THE MERIDEN JOURNAL

IF YOU WANT TO

#### THE "ISOLATED" MERIDEN-WALLINGFORD MARKET

The infiltration of "out-of-town" newspapers is so negligible that this market can be considered "isolated" insofar as coverage is concerned except by the Meriden newspapers. Slightly over 500 copies of papers from surrounding areas circulate in this rich central Connecticut industrial area.

The Meriden Record

The Meriden Journal

Give You 100% Coverage of this important area

## 25.404\* ABC Circulation MERIDEN RECORD AND JOURNAL

Meriden, Conn.

Meriden, Colli.

Represented by Gilman, Nicoll & Ruthman

\*March 1955 Pub. statement

# DECATUR!

## THE BOOM CITY OF ILLINOIS

Sales reflect spectacular market expansion

- Only metropolitan Illinois market to show a retail sales gain in 1954—up 2.4% (S.M. 1955)
- Third in business activity among 32 matropolitan areas in five states of the 7th Federal Reserve District—up 6.8% (Federal Reserve Bank Survey).
- Consistant Sales Management "High Spot" city.

Reach All the Big DECATUR Trading Area with the . . .

## Decatur Herald and Review

100% Metropolitan area coverage Pop. 108,860. Retail Sales: \$140,338,000

62.10/0 Coverage, afficial 10-county Road McNally trading area Pop. 284,600. Retail Sales: \$308,747,000

49.40/O Coverage total Herald and Review 15-county market Pop. 408,300. Retail Sales: \$434,980,000

## Decatur Herald and Review

A Lindsay-Schaub Newspaper Member Illinois Color Comic Group Jann & Kelley, Inc. Nat'l. Reps.

# SALISBURY

## **North Carolina**

- · Center of Industrial Carolina.
- · Major Consumer Market, served by one, and ONLY ONE NEWSPAPER . . . The Salisbury POST . . . at ONE LOW COST.
- Generous merchandising support.



Salisbury, North Carolina

## PORTLAND, MAINE

The MOST USED Test Market in the Nation

in the 75-100,000 Population Group

6th among all Test Markets Regardless of Size

Whether it's Testing or Year-Round Sales, You Can Be Sure of RESULTS in Portland's Big 9-County Sales Area

64%
of Maine's
Retail Sales
are concentrated
in these 9 counties



The PORTLAND newspapers give you 94% coverage of the city and retail trade zone and 52% of the entire nine counties.

# PORTLAND, MAINE NEWSPAPERS

PRESS HERALD

EVENING EXPRESS

SUNDAY TELEGRAM

78,668 Daily

93,222 Sunday

Represented by The Julius Mathews Special Agency, Inc.

## HIGH SPOT CITIES

RETAIL SALES FORECAST (S.M. Forecast for August, 1955)

		City	
City	City	Nat'l.	
Index	Index	Index	5
1955	1955	1955	(Million
VS.	VS.	VS	August
1939	1954	1954	1955

#### Main

	Bangor	344.0	105.3	96.6	5.68
k	Lewiston-Auburn.	360.8	110.0	100.9	7.47
k	Pertland	335.2	109.3	100.3	12.47

#### Maryland

narylana				
Baltimore	370.5	107.6	98.7	114.17
Cumberland	276.2	108.1	99.2	4.78
Hagerstown	403.6	118.9	109.1	5.73

#### Massachusetts

Boston	289.8	106.8	98.0	115.23
Brackton	308.9	108.0	99.1	7.94
Fall River	330.4	105.0	96.3	10.84
Helyeka	364.8	104.4	95.8	6.49
* Lawrence	346.4	113.0	103.7	10.05
* Lowell	401.2	112.4	103.1	10.07
Lynn	315.7	107.8	98.9	10.61
* New Bedfard	351.6	110.1	101.0	11.64
Pittsfield	330.6	104.7	96.1	6.51

THIS IS "BILL" GINN

GENERAL



ELECTRIC'S

FITTSFIELD, MASSACHUSETTS



GINN
SAID—
(and we quote)

"Major additions to Pittafield GE facilities since 1949 will go over the 20-million-dollar mark with the completion of two 1955 projects—a million-dollar gas plant off New York Avenue, and a 1½-million-dollar oil storage farm off Merrill Road.

That, Mr. Ginn pointed out, is practically the equivalent of adding a plant like the one in Rome to the already existing Pittafield GE physical setup.

GE predictions for a doubled output in the next 10 years still stand."

SELL in this important market through the medium that blankets it—

## The Berkshire Evening Eagle

Nat. Reps-Julius Mathews Special Agency

## HIGH SPOT CITIES

RETAIL SALES FORECAST (S.M. Forecast for August, 1955)

		City	
City	City	Nat'l.	
Index	Index	Index	8
1955	1955	1955	(Million)
W.	W.	VS.	August
1939	1954	1954	1955

#### Massachusetts (cont.)

\* Salem ...... 376.0 109.0 100.0 Springfield .... 332,0 107.3 98.4

maringment		m.a		-
Worcester	326.5	105.3	96.6	24.56
Michigan				
* Battle Creek	461.7	110.4	101.3	9.14
Bay City	402.3	104.9	96.2	7.08
* Detroit	476.9	112.8	103.5	257.40
* Flint	532.6	116.7	107.1	31.00
* Grand Rapids	464.0	110.7	101.6	29.05
* Jackson	451.5	118.9	109.1	10.25
* Kalamazoo	421.0	113.1	103.8	12.29
Lansing	440.7	102.4	93.9	16.66
Muskegon	442.8	107.6	96.7	8.46
* Pontiac	561.7	109.3	100.3	14.15
* Fart Huran	431.7	112.3	103.0	6.39
* Royal Oak-				
Ferndale	771.0	115.2	105.7	13.57
* Saginaw	459.4	110.3	101.3	13.37

## **FOOD SALES** 70% ABOVE PAR

Just another indication of the buying traffic created in local stores by the shopping needs of the 9,000 families who make Little Falls their shopping center.

Only the Little Falls Times reaches . . . and sells . . . these families (with \$28,-651,000 retail sales). Not a big market . . . but a truly profitable one when you approach it through the Times.

## LITTLE FALLS TIMES LITTLE FALLS, N. Y.

Represented by The Julius Mathews Special Agency, Inc.

#### Minnesota

	Dulyth	317.6	104.0	95.4	12.39
*	Minneapolis	360.0	110.7	101.6	78.52
	St. Paul	318.1	105.3	96.6	43.27

## Mississippi

Jackson	 535.8	108.9	99.9	11.36
* Meridian	 429.3	111.5	102.3	4.29

#### Missouri

Joplin	354.1	140.4	95.8	5.24
Kansas City	453.6	108.8	99.8	82.74
St. Joseph	323.7	102.1	93.7	7.61
St. Louis	351.4	104.9	96.2	100.85
* Springfield	456.7	112.7	103.4	9.64

#### Montana

22 54

Billings	447.8	108.7	99.7	6.76
Butte	236.9	105.5	96.8	4.83
Great Falls	381.9	106.8	98.0	6.30

* Lincoln	 430.7	113.6	104.2	13.65
Omaha	 370.8	101.5	93.2	31.70

155.7 110.5	101.4
	455.7 110.5

### New Hampshir

Manches				106.1	97.3	9.07
Nashua		. *	332.0	107.6	98.7	3.88

## New Jersey Atlantic City .. 351.1 104.7 96.1 12.71

* Camden	436.1	113.8	104.4	17.45
* Elizabeth	393.0	114.2	104.8	14.34
* Jersey City-				
Hebaken	332.1	111.9	102.7	31.22
Newark	305.6	101.4	93.0	61.78
Passaic-Clifton .	411.3	106.5	97.7	15.55
* Paterson	409.7	116.6	107.0	22.90
* Trenton	388.6	111.7	102.5	20.60

HACK INCA	100				
* Albuquerque		846.8	110.6	101.5	16.0

#### New York

Albany	. 341.9	103.8	95.2	21.03
Bingkamton	. 347.6	105.1	96.4	11.99
Buffale	. 370.7	106.5	96.6	75.21
Elmira	. 362.3	100.6	92.3	7.90
* Hempstead				
Township	. 675.0	121.8	111.7	64.74
* Jamestown	. 407.0	112.5	103.2	6.92
New York	. 322.5	101.5	93.1	834.89
Niagara Falls .	. 379.1	102.6	94.1	10.92
* Poughkeepsie .	. 369.9	112.1	102.8	8.51
Rochester	. 325.5	104.9	96.2	44.86
★ Rome	464.2	110.1	101.0	4.50
Schenectady	. 369.2	101.6	93.2	13.40
Syracuse	. 353.7	102.6	94.1	30.38
Trey	. 358.2	107.5	98.6	9.92
Iltica	356.7	107.1	00.3	13.09

## \$9,298,000 **FOOD SALES**

with a

## "No Admittance" sign on it?

That's a lot of food sales . especially when they can be delivered at a can be delivered at a really low advertising cost. But it's "No Admit-tance" if you try to sell the Biddeford-Saco families making these purchases through outside newspapers.

It can't be done. Only the Journal — Biddeford-Saco's own newspaper sways shopping decisions in this market. A daily must in 95% of the homes.

## THE BIDDEFORD BIDDEFORD, MAINE

Represented by The Julius Mathews Special Agency, Inc.

## You Will

Increase Your Share of **BRISTOL COUNTY'S** \$389,443,000 SALES

by Consistent Advertising

## **TAUNTON**

Of Bristol County's three largest cities, Taunton has the ...

**Highest Family Income** Most Favorable Income

Distribution Highest Income Per **Consumer Spending Unit** 

Your Family Sales Potential is Best in the Taunton-Gazette Market—90% family coverage

## Taunton Gazette TAUNTON, MASS. Established 1884

Represented by The Julius Mathews Special Agency, Inc.

## In Cincinnati



Report For Work Before 8:30 A. M.

WITH LITTLE OR NO TIME FOR DAYTIME RADIO. TELEVISION OR READING ...

> **Evening Newspapers Provide the Only** Effective Means For Selling the Cincinnati Market!

Media Records and the Audit Bureau of Circulations Show THE CINCINNATI TIMES - STAR DOMINATES THE EVENING FIELD ...

- In General Advertising
- In Automotive Advertising
- In Total Display Advertising
- IN CITY ZONE CIRCULATION

Source: ABC Publisher's Statements, March 31, 1955 Media Records, 4 months, 1955



Cincinnati's ABC City Zone and Metropolitan Area are practically synonymous, 98% of the Metro. Area population and 5 of every 6 Times-Star readers live in the City Zone.

#### CINCINNATI TIMES-STAR

GENERAL ADVERTISING REPRESENTATIVES: O'MARA & ORMSBEE NEW YORK, CHICAGO, DETROIT, SAN FRANCISCO, LOS ANGELES FLORIDA REPRESENTATIVE: HAL HERMAN, MIAMI BEACH

## HIGH SPOT CITIES

RETAIL SALES FORECAST (S.M. Forecast for Au

OLEPHRY I	en venilins	r 2300)	
		City	
City	City	Nat'L	
Index	Index	Index	. 8
1955	1955	1955	(Million)
VS.	¥5.	VS.	August
1939	1954	1954	1955

#### North Carolina

404.9	107.4	98.5	8.46
533.1	114.7	105.2	20.58
411.3	98.1	90.0	8.31
776.0	122.3	112.2	17.54
470.7	117.4	107.7	5.08
492.1	111.2	102.0	10.19
363.9	108.8	99.8	3.27
490.5	112.9	103.6	5.84
461.7	113.4	104.0	10.94
	533.1 411.3 776.0 470.7 492.1 363.9 490.5	533.1 114.7 411.3 98.1 776.0 122.3 470.7 117.4 492.1 111.2 363.9 108.8 490.5 112.9	404.9 107.4 98.5 533.1 114.7 105.2 411.3 98.1 90.0 776.0 122.3 112.2 470.7 117.4 107.7 492.1 111.2 102.0 63.9 108.8 99.8 490.5 112.9 103.6 461.7 113.4 104.0

## North Daket

tol III	PURUI	-			
Fargo	******	390.0	106.2	97.4	6.44

Ohio				
* Akron	413.7	109.8	100.7	36.41
Canton	386.9	106.9	99.9	16.44
Cincinnati	366.3	104.6	96.0	68.43
Cleveland	372.9	104.2	95.6	127.12
Columbus	387.8	102.9	94.4	50.06
Dayton	459.4	108.5	99.5	39.69
★ Elyria	560.3	115.5	106.0	5.66
Hamilton	517.9	103.7	95.1	8.60
Lima	423.7	105.5	96.8	7.71
★ Lorain	569.7	117.9	105.2	7.80
* Mansfield	444.8	112.5	103.2	7.74
* Middletown	505.2	109.1	100.1	6.01
Portsmouth	411.8	101.3	92.9	6.34
Springfield	380.5	103.9	95.3	9.48
* Steubenville	319.4	117.4	107.7	6.16
* Toledo	417.9	111.7	102.5	44.59

## NEWPORT

RHODE ISLAND

STATE'S LEADING HIGH-SPOT CITY MONTH AFTER MONTH

\$60,487,000 Retail Sales in Rhode Island's highest family income county.

Sold only by the newspaper with the Largest Circulation in Southern Rhode Island

## The Newport Daily News

Newport County's only daily The Julius Mathews Special Agency, Inc.

## Miss Woonsocket And You're Out \$19½ Million!

That's what Woonsocket families alone spend per year on general merchandise—a whacking 27% more per family than the average R. I. family (S.M. '55 Survey)! The CALL—and only the CALL—covers 98% of the city . . . plus surrounding industrial areas! Cash in on all this 100,000-plus market through Woonsocket's one-and-only daily, the—

# WOONSOCKET

Representative: Gilman, Nicoll & Ruthman Affiliated: WWON, WWON-FM

COVERS RHODE ISLAND'S PLUS MARKET

## Add the MAGIC Touch of

# COLOR

in ALTOONA

Add reader-pulling color, matched to your exact specifications in the Altoona Mirror every day.

Use the combination you want

Black plus 1 COLOR

Black plus 2 COLORS

Remember, color adds pulling power to your story, helping you sell ALL the over 33,000 daily circulation of the Mirror.

ALTOONA, PA.'S ONLY EVENING NEWSPAPER

RICHARD E. BEELER Advertising Manager

Altoona Mirror.

## HIGH SPOT CITIES

RETAIL SALES FORECAST (S.M. Forecast for August, 1955)

City	City	City Nat'l.	
Index	Index	Index	\$
1955	1955	1955	(Million)
VS.	VS.	VS.	August
1939	1954	1954	1955

#### Ohio (cont.)

★ Warren	508.6	116.1	106.5	8.95
* Youngstown	369.7	111.1	101.9	23.92
Zanesville	317.4	104.7	96.1	5.05

#### Oklahoma

* Bartlesville	470.5	110.5	101.4	3.11
Muskagee	323.7	103.0	94.5	3.40
* Oklahoma City .	483.8	113.9	104.5	35.99
* Tulsa	568.2	109.8	100.7	31.25

#### Oregon

* Eugene	678.9	119.8	109.9	9.98
* Portland	443.5	113.6	104.2	66.04
Salem	472.6	102.2	93.8	7.80

Pennsylvania

* Allentown	386.1	111.7	102.5	15.21
Altoma	301.5	104.4	95.8	7.81
Bethiehem	400.4	105.8	97.1	7.05
Chester	443.8	106.6	97.8	9.46
Erie	466.4	107.8	98.9	18.28
Harrisburg	375.0	104.0	95.4	15.30
Harieton	310.5	106.6	97.8	4.29
Johnstown	318.1	106.4	97.6	9.26
Lancaster	329.3	106.2	97.4	9.52
Norristown	392.9	106.6	97.8	5.38
Oil City	306.1	102.9	94.4	2.42
Philadelphia	359.0	102.7	94.2	223.16
* Pittsburgh	368.1	111.0	101.8	100.67
* Reading	374.8	114.3	104.9	16.64
Scranton	281.8	104.7	96.1	12.88
Wilkes-Barre	314.8	104.3	95.7	10.58
Williamsport	358.1	101.3	92.9	6.09
York	344.0	99.7	91.5	8.32

### Rhode Island

* Providence	 315.6	111.5	102.3	33.74
* Woonsocket	 338.5	109.1	100.1	5.28

#### South Carolina

★ Charleston	441.6	112.3	103.0	10.42
Columbia	501.3	105.6	96.9	13.48
* Greenville	544.6	118.3	108.5	11.55
Spartanburg	477.3	100.1	91.8	7.21

#### South Dakota

Aberdeen	475.0	104.2	95.6	3.6
Sioux Falls	407.0	102.7	94.2	7.6

# The Norristown, Pa. Market is BIG and RICH!

Advertisers — remember these important market facts:

POPULATION ... 147,000\* FAMILIES ...... 39,000

\$283,750,000

## EFFECTIVE BUYING INCOME

\$1930 Per Capita Income \$7276 Per Family Income

## \$173,581,000 TOTAL RETAIL SALES

FOOD SALES .	1	\$45,155	,000
GEN. MDSE		21,747	,000
FURHSLD		10,418	,000
AUTOMOTIVE		24,859	,000
*Special study	of City	y and	Re-

tail Trading Zone by Sales Management June 10, 1955.
Norristown Times Herald covers 59% of City and Retail Trading Zone . . . 98% of City Zone!

# Times Herald.

Represented by The Julius Mathews Special Agency



## REGIONAL SALES REPRESENTATIVE FOR WOOD KITCHEN CABINETS

To contact distributors for nationally known midwestern cabinet company in large eastern territory. Mail full particulars of past experience, earnings, photograph, etc.

BOX 3139

#### GENERAL SALES MANAGER

To head up, lead, guide, and operate sales department of national bakery operating in east and middlewest. This lob is being created for an aggressive middleaged fellow who can help us grow and wants to grow with us. Anyone who enjoys working, can have a lot of fun with us. Yes, we have pension end other benefits to reliave you of those worries. For a man with a proven record, this is it? Tell us all about yourself. 8cx 3137.

#### SALES MANAGER

Somewhere in the Baking Industry, there is a Sales Manager who wants to move ahead, or an assistant Sales Marager who is stymled.

We are looking for such a man to help us put our new sales program across. Small cake—pie—or soft drink experience preferable, Good opportunity. Pension and sickness benefits for the man who can get work done through others. Openings middlewest and east coast. Bex 3138.

#### KEEP YOUR NAME IN YOUR CUSTOMERS' HANDS PROMOTIONAL PENS

Finest quality Ball Point Pens-Smearproof lak — Banker Ap-proved — Interchangable Cart-ridges. Imprinted with your name or trade-mark.

Also available in all chrome, gald and in the new enamel pen and penoll sets, individua gift bexed. Write today camples and illustrations.

DOVAL SALES COMPANY

#### CREATIVE ACCT. EXECUTIVE

Mid-West agency in metropolitae market is looking for a qualified man who can sell accounts and keep them, with advertising and merchandising ideas that produce results. Hard lines experience preferred but not paramount, Salary commensurate with experience and ability. Send full particulars to Box 3140.

## HIGH SPOT CITIES

RETAIL SALES FORECAST (S.M. Forecast for August, 1955)

City	City	Nat'l.	
Index	Index	Index	\$
1955	1955	1955	(Million)
15.	VS.	¥8.	August
1939	1954	1954	1955

## Tennessee

* Chattanooga	474.2	109.2	100.2	21.48
★ Knoxville	. 463.2	109.7	100.6	19.78
Memphis	. 460.3	105.5	96.8	50.59
* Nashville	. 457.2	110.0	100.9	29.81

#### Texas

* Abilene	715.2	115.9	100.3	8.37
★ Amarillo	676.8	119.1	109.3	14.48
★ Austin	545.5	115.9	106.3	17.67
Beaumont	524.2	103.4	94.9	12.84
* Corpus Christi .	707.4	110.5	101.4	18.32
* Dallas	575.1	113.3	103.9	80.64
★ El Paso	637.4	115.6	106.1	20.21
* Fort Worth	679.1	111.9	102.7	51.21
Galveston	456.8	104.7	96.1	9.18
Houston	564.6	107.7	98.8	88.81
Laredo	567.3	105.6	96.9	4.42
* Lubbock	976.8	130.8	120.0	16.70
* Pert Arthur	485.9	115.6	106.1	8.12
* San Angelo	511.5	111.7	102.5	6.45
* San Antonio	599.6	115.2	105.7	50.07
Texarkana	514.6	102.1	93.7	6.43
★ Tyler	492.6	116.3	106.7	6.70
★ Waco	637.5	110.3	101.2	12.75

w	TOR						
	Oyde			503.3	103.4	94.9	7.95
*	Salt	Lake	City	447.6	118.2	108.4	27.5

★ Wichita Falls . . 504.6 111.3 102.1

#### Vermont

Burtington .	 366.6	102.5	94.0	5.0
Rutland	 293.7	100.4	92.1	2.7

#### Virginia

★ Danville	533.8	109.5	100.5	6.83
* Lynchburg	386.2	109.0	100.0	6.68
* Newport News	628.9	116.5	106.9	9.62
* Norfolk	548.9	110.5	101.4	28.32
* Portsmouth	610.5	111.6	102.4	8.18
* Richmond	409.6	110.6	101.5	35.97
* Roanoke	454.0	109.4	100.4	13.35

wasnington				
Bellingham	423.2	97.9	89.8	5.37
* Everett	483.5	111.7	102.5	7.20
* Seattle	424.1	109.7	100.6	73.77
* Spokane	441.4	112.2	102.9	23.4
* Tacoma	436.6	112.3	103.0	19.52
→ Yakima	460.9	111.9	102.7	8.5

## West Virginia

Charleston		100.6	92.3	13.89
Huntington	 395.2	103.6	95.0	10.00
Wheeling	 313.3	104.7	96.1	8.11

#### Wisconsin

* Appleton	430.1	111.6	102.4	5.59
Green Bay	355.6	104.4	95.8	7.61
* Kenosha	470.7	109.9	100.5	7.48
La Crosse	413.4	108.0	99.1	6.74
★ Madison	371.8	110.3	101.2	13.35
Milwaukse	368.0	105.9	97.2	86.00
Oshkosh	385.1	103.4	94.9	5.74
* Racine	451.9	110.7	101.6	9.85
Sheboygan	364.9	102.1	93.7	5.40
Superior	293.7	103.4	94.9	8.49

/ 5				
Casper	527.7	99.4	91.2	4.96
★ Cheyenne	469.3	110.2	101.1	5.26

#### RETAIL SALES FORECAST (S.M. Forecast for August, 1955)

		City	
City	City	Nat'l.	
Index	Index	Index	5
1955	1955	1955	(Million)
we.	we	100	Accessed

1941 1954 1954

CARA	VA				
Canada	******	366.5	101.0	100.0	1068.40

### Alberta

9.64

Calgary	317.5	97.2	91.7	14.64
* Edmonton	462.5	108.7	102.5	19.75

### **British Columbia**

* Vancouver	. 372.6	109.3	103.1	48.14
* Victoria	. 279.9	108.7	102.5	9.15

#### Manitoha

* Winnipeg		248 2	107 %	300 4	30.18	
× munibed	*****	240.2	207.3	101.4	30.18	

## New Propertal

14044 8		 				
Saint J	John .	 230.1	98.3	92.7	5.06	

(5

21.25

103.54

## Nova Scotia

Halifax	221.9	105.5	99.5	10.10
Ontario Hamilton	250 1	101.7	95.9	20.00
Plamitton	239.1	TOT.	35.9	20.06
A condition	-	-	-	

★ Ottawa ..... 293.1 111.2 104.9

★ Toronto ...... 290.9 106.5 100.5

Windsor ..... 236.5 100.1 94.4

Montreal	293.3	104.6	96.7	102.94
Quehec	289.6	104.3	98.4	16.30

askat	chewe	an			
Regina	******	297.9	99.5	93.9	10.07

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AUGUST 1, 1955					

## THE SCRATCH PAD

By T. Harry Thompson



Memo to myself, copied from Claudius: "Do not say all that you know, but always know what you say."

Correction: For Time's man-ofthe-year: Davy Crockett.

Foolish Versions Dep't (truck div.): Have trucks. Will travel.

Hugh Scott tells about the gal who broke her glasses. "Do I have to be examined all over again?" she asked the optician. "No," he said wistfully. "Just your eyes."

Merely for laughs, Henny Youngman says he has religious scruples against flying. He's an orthodox coward! (He doubtless flies to all his night-club engagements.)

An old-timer is one who played a mandolin with a plectrum cut from an old celluloid collar. Mail Call: Ken Wunsch, ad manager of Northwestern Life of Minneapolis, reports that his firm began saying "Life insurance is for living!" merely days after Equitable Life came up with "living insurance" mentioned here.

A feacher in Gleem's cap: "Give a man a cap he can hold," carols Larry Strickler, president of Lancaster's Educators Mutual, in praise of Gleem toothpaste's cap that won't slither out of slippery fingers or go down the drain.

PHILOSOPHY: Common sense in a dress suit.—Oliver S. Braston.

"If a man does not know to what port he is steering," Seneca said, "no wind is favorable to him."

No matter how flat your conversation, most people would like to have it flatter, it says here. Peter (The Tunnel of Love) De Vries says a novel should have a beginning, a muddle, and an end. One of his female characters has a neighbor who is "shallow, deep down." Winter sports leave her cold, penicillin is just a drug on the market, top-soil in Connecticut is far from dirt cheap, and anyone who goes to a psychiatrist should have his head examined, Hey-hey!

Caskie Stinnett, in a Holiday magazine promotion, says a Seminole village along the Tamiami Trail advertises: "Genuine handwoven Seminole Indian blankets. AC or DC."

When a trained chimpanzee moved to a new block, Life chirruped: "Chimp off the old block."

Attention researchers: More than half a million news items that appeared in *The New York Times* last year are summarized in the 1954 edition of The Times Index, Joe Gephard, editor, tells me.

Curtis News-Briefs says we'll soon be seeing colored tires on the road, instead of drab elephant-gray, even gray relieved with white side-walls.

What a production-number could be made of the *Danse Macabre* using Kodak's new technique of x-ray pictures in motion!

## What Is Good Public Relations?

Some time ago, in flippant mood, this department defined Public Relations as "press-agentry in white tie and tails." Public Relations was a rather new phrase then, and Press Agentry was the more familiar one.

With the passage of time, the gap has widened to a canyon, with points of similarity blurring more and more as the two move away from each other.

The original press agent was perhaps, in most of our minds, the jolly chap in the checkered suit who passed out Annie Oakleys to country editors in exchange for a suitable blurb in the paper about the circus. It is likely that the circus would have gotten free mention with or without the passes, for its arrival in any town, then and now, was legitimate news.

The element of news is still a strong factor in Public Relations. A check might show that many Public Relations people served their apprenticeship on the reportorial staff of a newspaper or magazine. The assumption was that these former reporters knew what the public liked, how to put it into words.

Good Public Relations today involves much more than well-written handouts for editors, though. It has dug deeper into the subsoil of the whole problem and has demonstrated that anything a business or a businessman does which is in the public interest or the customer's interest is Public Relations.

A simple parallel is with us as this is written and has no relation to business. It is being said on good authority that simple, honest letters written by Americans to friends and relatives in "the old country" are as effective as anything our ambassadors do or say. These letters tell about normal life in America and are believable, for the writers of the letters are living such a life.

Getting back to Public Relations, the merest clerk or office boy who has contact with the public can help or hurt the business that employs him . . . by his attitude, by what he does, by what he says. Good (or bad!) impressions of a business are formed on many fronts, sometimes far from the home office. Good Public Relations is in having the good outweigh the bad . . . even by planning it that way.

# The Hearst Newspapers

...DURING THE FIRST 6 MONTHS OF 1955
PUBLISHED MORE ADVERTISING
LINAGE...NATIONAL, RETAIL
AND CLASSIFIED...THAN IN ANY
SIMILAR PERIOD IN HISTORY.

ADVERTISING VOLUME FOR THIS PERIOD TOTALED 142,977,000 LINES...A GAIN OF 10.7% COMPARED WITH LAST YEAR. THIS GAIN WAS SUBSTANTIALLY GREATER THAN THAT OF OUR COMPETITORS.

## THE HEARST NEWSPAPERS

NEW YORK JOURNAL-AMERICAN . NEW YORK MIRROR .

CHICAGO AMERICAN . DETROIT TIMES . PITTSBURGH SUN-TELEGRAPH .

ALBANY TIMES-UNION . BOSTON RECORD-AMERICAN .

BOSTON ADVERTISER . BALTIMORE NEWS-POST . BALTIMORE AMERICAN .

MILWAUKEE SENTINEL . SAN ANTONIO LIGHT . LOS ANGELES EXAMINER .

LOS ANGELES HERALD-EXPRESS . SAN FRANCISCO EXAMINER .

SAN FRANCISCO CALL-BULLETIN . SEATTLE POST-INTELLIGENCER .

DAILY CIRCULATION...5.051.191 SUNDAY CIRCULATION...7,119.078

# Why do little dogs in Chicago eat more than big dogs in Suburbia?

Dusiness wasn't going to the dogs-and that was bad for A Certain Dog Food Company.

(This story has a moral for everybody doing business in Chicago. The facts are true. We've only switched names.)



J. T. Barker, President, reasoned that all of dogdom's biggest eaters-the Great Danes, Collies, Setters and Such-were stationed with families living in the wide open spaces of Outer Suburbia. So most of the com-

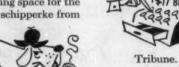


pany's sales and advertising efforts were aimed at those top dogs in the suburbs.

Then along came Joe.

Now Joe was a joe who sold advertising space for the Chicago Tribune. He didn't know a schipperke from a schnauzer, but he knew a

pack of bloodhounds that could track down all kinds of market information.



"Mr. Barker," said Joe. "I hear your company's sales have been dragging. Why not let me see what facts I can dig up for you on dog food?"



So Joe went down to the Tribune's Research Department, stopped at the Sales Development Division, and soon

came back with this: While the percentage of dogowning families and size of dogs are somewhat bigger in the suburbs, there is a greater number of dogowning families living in the city. Therefore little dogs in Chicago eat more than big dogs in Suburbia simply because there are a whole lot more of them.

This plain fact, which changed Barker's dogma, is a typical example of how the Tribune can help you solve your sales problems in Chicago.

## Nobody knows Chicago like the Tribune.

We have spent several million dollars to find out what kind of people live here, what they do, where they shop, what they buy and why. Through the re-



search service of the Chicago Tribune, you can determine the important factors that vitally affect your sales in Chicago.

## Nothing sells the Chicago market like the Tribune.



The retail sales market of Chicago and the adjacent 206 Chicagoland counties is big-valued at \$17 billion. And the best way to sell it is through the advertising pages of the

Tribune. Does advertising in the Tribune pay? Just ask Buick or Borden, Pepsi-Cola or General Electric.

People may praise the Tribune, fuss about it or blast it-but reading the Tribune in Chicago is just like climbing mountains in Switzerland. Almost everybody does it. Everybody feels



its impact. Practically 3 out of 4 families in the Chicago metropolitan area read the Tribune-almost half of all the families in 840 midwest cities and towns read it. (And only 12% of metropolitan Chicago gets the largest national magazine-and less than 1 out of 10 tunes in on an average TV program.)

> So if you want to know something about Chicago, call in a joe from the Chicago Tribune, and put him to work finding out.

P. S. Always remember



If you want to SELL Chicago

TELL Chicago in the Chicago Tribune

